



Published by
ROBBINS PUBLISHING
COMPANY, INC.
9 E. 38th St.
New York, N. Y.

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Publication Offices: 56th and
Chestnut Streets, Philadelphia, Pa.
U. S. A. Editorial and Executive
Offices: 9 East 38th Street, New
York. Telephone: CAledonia 5-
9770; Cables: Robinpub, New
York; Codes ABC 5th Edition. Sub-
scription rates payable in ad-
vance: United States \$3.00 a year;
Canada \$3.00 a year; Foreign
\$4.00 a year. Single copies 30c.
Volume Forty-four; Number Five.

the American Perfumer and ESSENTIAL OIL REVIEW

C O S M E T I C S · S O A P S · F L A V O R S

EST. 1906

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Technical Editor

CONTENTS • MAY 1942

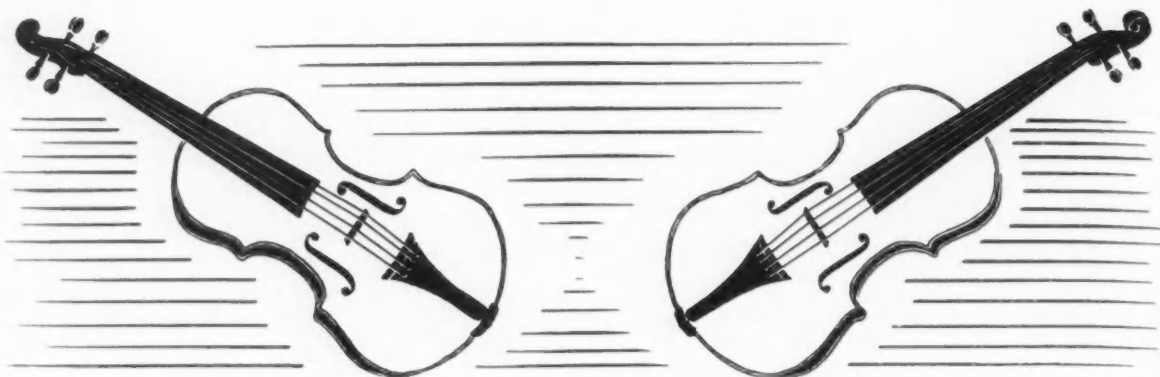
Comments on Timely Topics	19
The Opportunity in Latin America	Luis de Hoyos 21
The Rise of the House of Hollywood	Fred L. W. Bennett 29
Short Adages	R. O'Mattick 32
Packaging Cosmetics—With What?	33
Japan's Vast Camphor Industry	Dr. Ernest Guenther 39

REGULAR FEATURES

Desiderata	Maison G. deNavarre 15
------------------	------------------------

Cream Cologne	Stability of Waving Solutions
American Oakmoss	Dust Masks
Triethanolamine	Spot Test Paper
Soybean Protein	War Creams
Cosmetics and the WPB	

Questions and Answers	17
Packaging Portfolio	36
New Toilet Goods Review	38
Flavors Section	43
Soap Section	49
Among Our Friends	53
New Products and Processes	56
News from Washington	59
News and Events	63
Market Report	75
Prices in the New York Market	77



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14 May, 1942

The American Perfumer

desiderata

Comment on interesting new chemical developments and their application to cosmetics and toiletries

by MAISON G. DE NAVARRE

Cream Cologne

When switching over your odor from ordinary alcoholic toilet water to cream cologne, don't expect the product to smell *exactly* the same. All the raw materials used in emulsification possess some odor. This slight odor changes the entire bouquet. Usually, the emulsified cologne is flatter than the corresponding alcoholic solution. It needs more *lift*. But the emulsified product tends to last longer on application.

There are many ways in which an emulsified cologne can be made, but most such emulsions are alkaline, hence the perfumes used must be alkali-stable. The simplest way to make such a cologne is to emulsify a solution of the perfume oil in some inert emulsifiable fat using a dilute vegetable mucilage, suitably preserved.

American Oakmoss

That was an excellent bit of reporting that appeared as a leading article in the March *Givaudanian*. The article dealt with searching out a source of domestic oakmoss. This search was difficult from several angles. First, the Europeans have never told us a great deal about oakmoss although it is generally known that the material sold on the market as an oleoresin is not obtained wholly from *Evernia prunastri*. Then, too, the right moss or lichen had to be found among the many growing in this country.

My own laboratory had undertaken a similar search which began almost two years ago. We suspected others might do the same work but did not know of the Givaudan venture. Our search took us throughout the Western Hemisphere. We, like others, soon



learned that the lichens giving extractible oleoresins were pretty much located in these United States, and that an aromatic oleoresin could be obtained only from certain ones. We also learned much about the way such lichen had to be extracted. Not all solvents give the same kind of oleoresin . . . and not all oleoresins have the same odor value.

As for the synthetic oakmoss now being sold, there is some that is pretty good while some is positively "punk," to put it mildly. One sample I have seen smells too strongly of guaiacol. But then, I don't like tomatoes either while most people do. All in all, our perfumers are to be complimented for the way they have been able to stretch their raw materials under most trying conditions. *They also serve who strive to produce good replacements.*

Cosmetics and the WPB

There is no question but that the WPB is trying to be as helpful as it possibly can. Its first duty is to prosecute the war to the fullest extent. Other than that, it is doing its *darndest* to disrupt as little civilian industry as possible. When war needs are fulfilled, civilian industry may get what is left, dividing it up equitably.

This brings up the question of cosmetics and morale. The two are closely allied. Cosmetics have been important

to mankind since the beginning of time. They always will be important . . . no matter what turn our political status may take. However, cosmetics alone don't spell morale. There is the knowledge that we have a full stomach, plenty of gunpowder, ships, guns and all the other materials of war that will give a person a *helluva* lot more morale when facing the enemy . . . and the enemy is at our door. Too many men have died on Bataan and elsewhere because we sent them too little, too late. This must never happen again. So, when you can't get some material because of its importance in the war effort, remember that you are an American first, and then a business man.

War Creams

Creams containing no water should be discontinued for the duration of the war. Make the fatty materials stretch as far as possible by emulsifying them with a suitable emulsifier and water. In fact, creams containing no water are not really creams; they don't feel as well on the skin as emulsified creams; emulsions are better emollients and even cleanse better. If possible, make a liquid cream containing about 40 per cent total solids. It is an ideal cosmetic. A dash of polyhydroxystearate, some beeswax, a little free fatty acid and one of the easily obtained alkalies will give you a good starting point.

Triethanolamine

If you didn't believe me some months ago when it was said that there probably would be little or no triethanolamine for cosmetic use, you had better take notice now. Ordinary soap and the well known alkalies such as soda and potash will be back with us again—useful, too.

Stability of Waving Solutions

One supplier recently offered for general sale several solutions of thioglycolates as cold method permanent waving solutions. It is only fair to direct your attention to the instability of calcium thioglycollate in particular. It is but slightly soluble in water (about 3 per cent or so) and it takes very little extraneous matter to cause the material

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to break down. It is possible that the solutions now being offered for use in a cold method of permanent waving are entirely stable, or have been protected with stabilizers—but be sure.

Dust Masks

A new inexpensive paper mask is capable of allowing free breathing, at the same time filtering out undesirable dust and other fine powders. The mask can be boiled for repeated use. At this writing it costs 3½ cents, in lots of one hundred.

Spot Test Paper

One of the best known names in filter paper manufacture has just published a leaflet on the use of such papers for the detection and identification of toxic gases such as ammonia, sulfur dioxide, arsine, chlorine, bromine, hydrogen sulfide, carbon monoxide, mercury and others. Every good technician should be acquainted with these tests.

Soybean Protein

Highly purified soybean protein which has similar properties to casein is available in large quantities. It is commercially used as a water paint fixer. Using your own imagination, can't you see a lot of places where it could fit into the cosmetic picture? It is very adhesive, can be dissolved in water and buffered to a desirable pH.

Argentine corn a source of alcohol

The Department of Agriculture announces Argentina has a vast surplus of corn, due to export curtailments. An effort may be made to use the corn to produce the alcohol needed by the Allied nations. The Department of Agriculture itself is making arrangements to sell corn to alcohol processors. The corn is to be sold by the Commodity Credit Corporation at 85c. delivered. It is planned to make upwards of 60,000,000 bushels corn available. While the production of alcohol for non-beverage purposes will be enormous, there is no prospect that the military need will diminish. The pinch suffered by the cosmetic and toiletries industries is expected to be more acute.

The recent proposal submitted by the Flavoring Extract Manufacturers Assn. to the Treasury for alcohol tax reduction is still under consideration by the officials. Treasury has opposed reductions on the ground that to reduce the tax for wholesalers and retailers will precipitate wholesale violations. Manufacturers now suggest they be allowed to store alcohol in Government bonded warehouses, built within the manufacturer's immediate area.

QUESTIONS & ANSWERS

386. Liquid Deodorants

Q: Please suggest a formula for a liquid deodorant. The one we now have contains oxyquinoline sulfate. However, this turns the metal parts black. W.J., Ga.

A: If your lotion contains oxyquinoline sulfate, it will react with iron and most other metals, forming various shades of green, brown and even black. Under separate cover, we are sending you the trade name of a particularly good product for this type of preparation. Otherwise, you can use solutions of formaldehyde and antiseptic preparations which will prevent the decomposition of human sweat.

387. Water-Dispersible Gum

Q: We would appreciate further information on the readily water-dispersible gum mentioned in the February Desiderata. We would also like to have the name of the supplier of the polyhydroxy compounds mentioned on page 39. C.C., Ohio.

A: The supplier of the polyhydroxy compound mentioned on page 39 is sent to you under separate cover. The process described for making a readily dispersible powdered gum may not be elaborated upon at this time. It is hoped that further information may be sent you at a future date.

388. Protecting Hands

Q: Please advise us if you can furnish a formula for making Protec. This is a skin-like glove used for the hands by mechanics to protect them against dirt, paint and varnish. S.M., Pa.

A: The product to which you refer is made from a patented formula. The thing which you want to do is to produce a cream that leaves a continuous, unabsorbable and imperceptible water

soluble film on those skin surfaces that you desire to protect. This film must not be miscible with or soluble in organic solvents, such as are commonly encountered in the manufacture of the products you mention. One of the water soluble resins such as the hexitol borate might be useful for this purpose.

389. Glycerin Substitute

Q: Could you advise us with whom we might get in touch for a substitute for glycerin and alcohol in the manufacture of hair preparations? I.D., Ore.

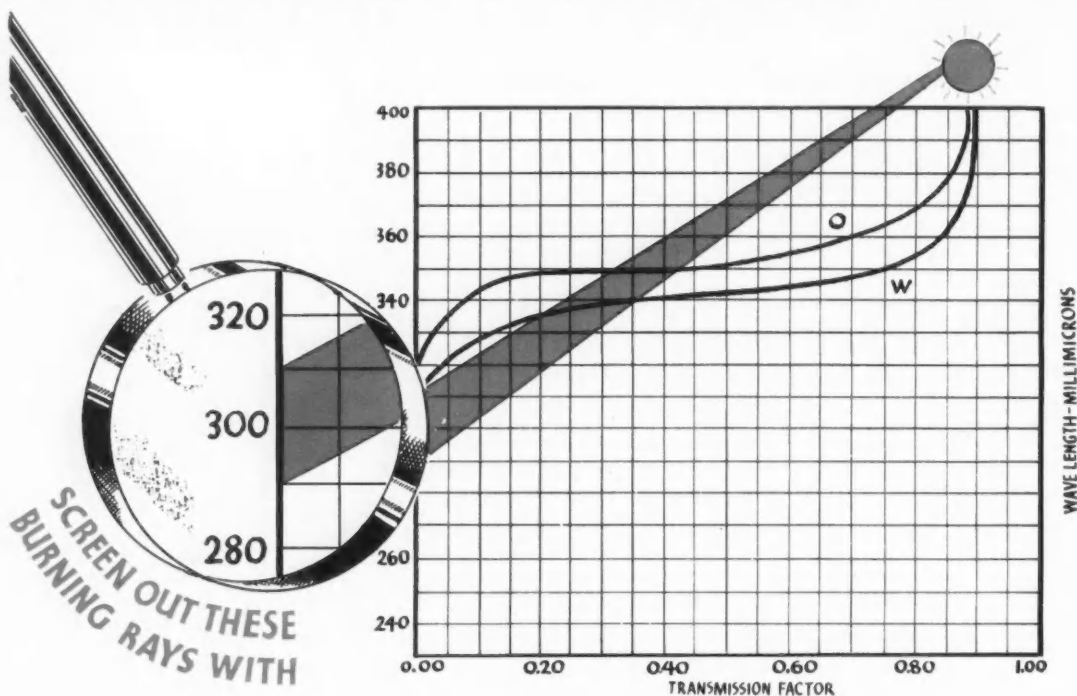
A: Under separate cover we have sent you the names of companies and products which might be used in place of glycerin as humectants. There is no substitute for alcohol other than isopropyl alcohol, which is just as difficult to obtain as ordinary alcohol. Your best bet is to make your hair lotion with water soluble materials.

390. Hexitol Derivatives

Q: We are interested in obtaining the commercial source of hexitol derivatives such as sorbitol and mannitol oleates mentioned in deNavarre's book. Where can we obtain more data on their use in cosmetics? H.H., N.Y.

A: The hexitol derivatives are supplied by an eastern company whose name is sent to you under separate cover. This company has considerable additional data regarding the use of these derivatives in cosmetics, which it will be glad to send you. While it is helpful to homogenize creams made with these products, the selection of proper equipment, suitable formulation and correct technique will in some cases make it possible to produce creams without homogenizing.

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COMMENT

Why there should be no shortage of collapsible tubes

The War Production Board issued a Special Collapsible Tube Order, No. M-115, on April 1, 1942, curtailing the use of tin in tubes and designating three classes of trade in which tin is allowed to a varying degree. This order was publicized and its terms should be known to the trade because each retailer of filled tubes had to sign a certificate to the effect that he was familiar with its terms and would abide by them.

Allotments for lead have been made to the tube manufacturers to coincide with this order. The basic period used in determining the amount of lead necessary for the curtailed amount of tin available was the year 1940. This was a good average year for the collapsible tube industry and there should be no shortage of this most satisfactory container.

While it is true that substitute containers have been attempted and glass jars have taken the place of tubes to a large degree for cosmetics, there is still not the filling capacity in substitute containers to take care of the large volume of materials going in collapsible tubes. Also there are not available the closures for glass jars. Therefore, the War Production Board has allowed the tube industry to continue on a satisfactory basis, particularly with strong efforts being made to recover used tubes.

It is hoped that a large part of the metal necessary for future consumption will be retrieved in this manner. Furthermore, the mining of lead is expected to increase and the production go up materially with mines opening in Colorado which have been, until now, under snow.

With a premium for lead production in excess of quotas, an increased production is a safe expectation. At any rate, the authorities have expressed their confidence in the lead situation to the extent that the tube industry has been given a sufficient quantity to satisfy most requirements.

While it is true that M-115 classifies tubes for cosmetics and toilet preparations as non-essential, there is being



developed a satisfactory metal tube with suitable coating on the inside to satisfy even this demand without violating the collapsible tube order.

The tin-coated lead tube has been manufactured for the last 15 years or more so that all mechanical difficulties have been overcome. The testing of various materials packed in these tubes has also had fairly wide experience. These facts were brought out almost a year ago with the Washington authorities, and they required on September 1st, 1941 that all shaving cream tubes be packed in containers not to exceed 15% tin. There has been no stated limits on the number of parts per million of lead absorption in toothpaste and shaving cream on the part of the Food and Drug Administration.

Order M-115 requires that no shaving cream or toothpaste tube contain more than 7½ per cent tin. Most of this proportion is on the inside of the tube in the form of a liner and is in general further protected from the tin by an additional coating of wax or similar material. These seem to be answering the purpose and are allowed to go out under M-115 to the same amount by weight of toothpaste or shaving cream that was packed in the second quarter of 1940.

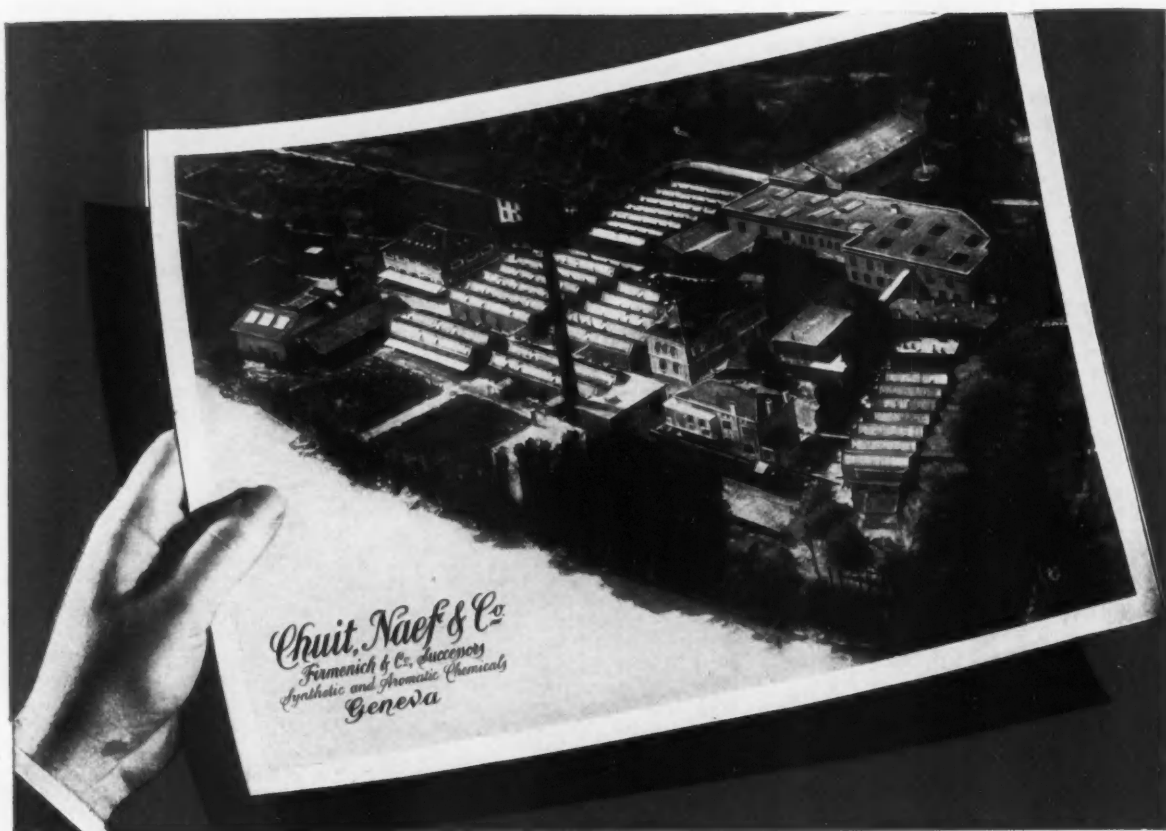
A research committee of collapsible tube users has recently tabulated experience tables on lead absorption from tubes made with varying degrees of tin. The Packaging Institute is going to release this information and it should materially help the thinking of the trade in this matter.

Cream colognes replacing toilet water due to alcohol shortage

As a result of the alcohol shortage renewed consideration is being given by perfumers to the production of water soluble toilet waters. In the light of experience in the early twenties there seems little likelihood of success in producing satisfactory non-alcoholic toilet waters now. One of the principal reasons for the failure of this type of product is the difficulty of making the perfume strong enough. The higher the concentration of the perfume used the less likely the oils are to stay in solution and in turn the less likely is the product to remain clear.

Forgetting for the moment the cooling and refreshing effect of alcohol, which makes its use especially desirable in toilet waters, the biggest problem would be to have the perfume oils which are water soluble remain crystal clear over a long period of time. There are solubilizing agents that can bring this about but unfortunately they are no more available than alcohol; and the situation is not likely to change.

A number of concerns have given up the idea of trying to get a crystal clear non-alcoholic toilet water and instead are putting out cream colognes which are highly perfumed, suitable, liquid cream types. This seems to be the wiser means of accomplishing the desired result. There need be no worry about clarity as the product is a white, milk-like emulsion. Even assuming that a clear, water soluble toilet water were secured it would still give a woman the feeling that she was simply putting perfumed water on her skin which would not be so in the case of cream cologne which has body. In making cream colognes it is important to have the product thin in body and non-greasy. To attain this "thinness" it is necessary not only to select the proper kind of emulsifier but also to remember that in some cases a thick lotion when stirred for a long time at high speeds becomes thinner of itself due to the fact that the large globules in the emulsion are broken down into globules of much smaller size. Lastly stability of the emulsion in warm and cold weather is of utmost importance.



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OPPORTUNITY IN LATIN AMERICA

by LUIS DE HOYOS

THE re-establishment of foreign trade after the peace, and the forms it will take, will be the Number One problem for us all. But we must not in the meantime devote ourselves exclusively to planning for that trade at some future date, for there is a vast field for us which we can enter *now*—possibly the last new commercial frontier in the world—Latin America.

It is essential to bring Latin America into an ideal politico-economic relationship with the United States; but to do this, the people of all the Americas must be willing to discard the fetish of the words "North" and "South," and must learn to identify themselves primarily with the word "America."

A NEW ERA OF ECONOMIC PROSPERITY

Never have we American in general, and manufacturers in particular, been given a more hopeful indication that here is a start from which we can and must go forward to a new era of economic prosperity and political security, and if we individually do our best, there need be little fear that a repetition of past blunders might make this hope miscarry.

But this burden can not be entirely shifted to our government, which must now devote itself to the mechanics of prosecuting a difficult war to a successful conclusion; it is a burden which we manufacturers must carry, individually and as a group.



Mayor Luis de Hoyos, of Monticello, N. Y., manager and secretary of the Synfleur Scientific Laboratories, Inc., recently returned from an extended trip to South and Central America where he represented, as Technical Adviser, the United States delegation to the Inter-American Municipal Congress; he was also selected as Technical Adviser to the Congress itself. His trip was arranged by the Department of State. His penetrating analysis of the economic and political situation in Latin America and his suggestions for developing American trade there are timely and are also highly practical.

A MODERN SPEEDWAY FOR INDUSTRIAL TRAFFIC

Our government has labored long and successfully to pave the way for profitable industrial and economic relations with Latin America, but we have been and to a great extent continue to be criminal in our neglect of the opportunities offered to us.

The establishment of the Good Neighbor Policy

—through the realistic and intelligent approach of President Roosevelt, Secretary of State Hull and Under Secretary Welles—has been the most brilliant stroke of international diplomacy since the creation of (ironically enough), the Open Door in the East about a century ago. It was in fact the building of a modern speedway over which economic and industrial traffic was to flow; but in general, this magnificent highway has been neglected, and in spots allowed to crumble into ruins.

TRAGIC MISTAKES OF THE PAST

Its chief result so far has been diplomatic, since it produced the spirit back of the speed with which our neighbors to the south lined up with us. And this circumstance is no simple result of good luck. It is nothing less than a miracle, in the light of the sorry record of our relations with the Latin Americans—a sensitive people, keenly aware of their personal and national honor, which has been subject to pretty rough treatment at our hands at times in the past.

Eternal monuments to our discredit are the tragic events in Nicaragua, the Vera Cruz fiasco, countless other incidents by which we have deeply affronted our neighbors to the south—made the more conspicuous now by the present disposition to forgive and forget.

EFFECT OF GOOD NEIGHBOR POLICY

Now, what are the present benefits of the Good Neighbor Policy? To the north and south, our borders are secure, freeing us from the fear of aggression on thousands of miles of open boundary; a fear which would otherwise compel us to divert a large part of the armed forces now so desperately needed in the Pacific. There are many signs that Latin America will provide us with all the bases we need for our fleet and military units, and throwing their own naval and military forces into the breach may also tip the balance in our favor, should that balance become precarious.

THE INDUSTRIAL PICTURE

So much for the political situation; now let us turn to our main theme, the industrial picture. Here we are very fortunate, since we are in a position to carve out at a single stroke a new and profitable status for ourselves, individually as sellers of goods, and collectively as representatives of our country, which depends on us to prove by our every-day transactions, the integrity of conduct implied by our government.

MUST DEVELOP ECONOMIC RELATIONS NOW

I realize that this is not the ideal time to suggest to American manufacturers that a special effort should be made *now* to build up Latin American trade. I am well aware that we all have more orders than we can now handle. But a few years ago we started out under the framework of the Good Neighbor Policy to promote trade between the Americas, and if we now draw back, if we throw overboard everything we have gained in the past few years, merely because dealing with the other Americas involve a little more effort than domestic trade, you can readily see what will happen—the magnificent edifice now going up will collapse like a house of cards, and the cause of Inter-American friendship will have been sabotaged by the very people who have most to gain by continuing the broad program laid down to attain our major objectives—to increase and develop the economic relations of the hemisphere.

DON'T TRY TO MAKE A KILLING

Of course, it must be clearly stated that export business under current conditions is not for neophytes, or for people whose sole interest is to unload inferior goods while Latin America must perforce depend on the United States, and then pull out of the market; in other words, people who only want to “make a killing,” without the slightest intention of making export a permanent part of their business set-up.

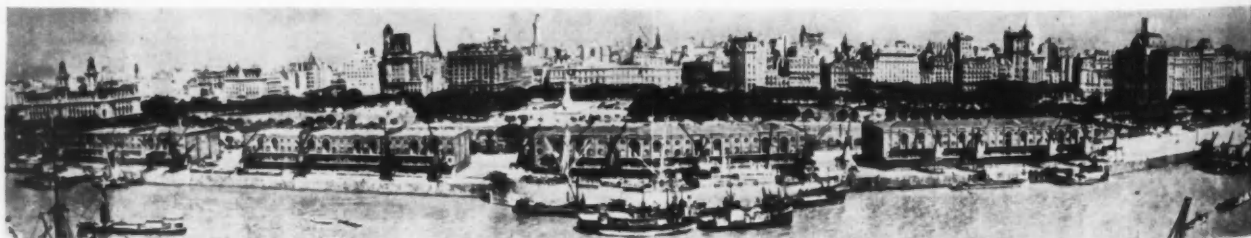
COMPLICATIONS IN EXPORT BUSINESS

Export business is not a game, not even in what people euphemistically call normal times. It is a full-time job, for the exporter is constantly bedevilled by a tangle of multifarious complications. He has to contend with a huge variety of details—export declarations, dock receipts, bills of lading (dozens of forms), insurance policies pregnant with legalistic clauses, a bewildering array of price and credit terms and many other technical details requiring an encyclopedic mind and infinite patience.

GOVERNMENT WAR RESTRICTIONS

But all that pales into insignificance when stacked up against wartime complications. Let us mention just a few.

The U. S. Government has placed under export control every single item that leaves our shores; a license is required for every shipment, but that would mean only more paper work, were it not for



A striking panoramic view of Buenos Aires, the busy metropolis of Argentine, center of commerce and culture



Night view of the bay, Rio de Janeiro, Brazil

the fact that the system is a coat of many colors: limited, unlimited, general, individual licenses, all subject to a fat body of regulations as unstable as the surf pounding on a rocky shore.

THE BLACK LIST

Next comes the Black List, containing the names of over 4500 concerns and individuals in Latin America, now beyond the pale as far as business with the United States is concerned. Equally restrictive are the trading-with-the-enemy laws which drop on the exporter's shoulders the burden of deciding whether or not he can do business with some particular concern.

PRIORITIES ARE OBTAINABLE

Priorities? There is scarcely a single American manufacturer who has not yet been touched by the icy finger of priorities and allocations, so there is little need to expound on the theme here. (On the other hand, in many cases it is easier to obtain priority on goods destined for export, than on the same goods for domestic use, since the government is anxious to prevent Latin American industries from stagnating, which of course would have an adverse effect on inter-American relations.)

EFFECT OF CENSORSHIP

Not the least of the exporter's troubles is censorship, which not only delays his mail, but imposes on him extreme care in wording his letters, lest he run afoul of the censor's shears; and of course, the exporter has to make sure that he can even write to a particular concern, before he tries to do so.

BIGGEST HURDLE—LACK OF SHIPPING SPACE

But perhaps the biggest hurdle is lack of shipping space. Since the government is constantly taking over more and more ships needed to carry supplies to our fighting forces and to those of the United Nations, sailings to many ports are now few and far between; and at all times strategic materials have first call on cargo space, so that if

The republics of the Americas meeting at the Rio de Janeiro conference. Foreign minister Eduardo Anze Matienzo of Bolivia reads the concurring opinion, one of the highlights

Photos, Inter-American Affairs



your product is not on the essential list, it may be long before it moves out. This, of course, does not greatly affect countries which can be reached overland, like Mexico, and to some extent Cuba, because routing shipments via Florida narrows the water gap to less than 100 miles. Other countries, of course, cannot yet be reached overland, since many stretches of the Pan-American road have not been completed.

But these hurdles are not unsurmountable!

STARTER'S GUN IN THE RACE FOR MARKETS

Care and patience will find a way to minimize their effect. And one day—soon, we fervently hope—the last shot of the war will be fired, and no American can doubt that we shall fire it. But that shot will also be, to sellers everywhere, the starter's gun in the race for foreign markets, starved for supplies.

Latin America will provide the richest of these, but we must start to win it *now*. The blockade has shut our competitors out of the market, leaving us a clear field—a market that needs our products, and expects us to deliver them. It has the money to pay for them, since the United States is making huge purchases of raw materials. We therefore have before us a continent which is becoming quality-conscious instead of price-conscious. The opportunity lies before us. It is a challenge to our ingenuity, to our pioneering spirit. Must we let that challenge pass?

LATIN AMERICA IS POTENTIALLY RICH

Latin America has spacious countries—Brazil, for example, is larger than the United States—which have developed industries which have in turn raised the general standard of living to a remarkable degree. Employment is plentiful; everybody has cash in his jeans. No expansive and expensive war programs have sapped their national economies. Movies, magazines, books, radio, have inspired tastes for goods that only the United States can supply. Now, are we going to refuse to supply them?



Photo, Grace Line

Lotteries are the poor man's hope in Latin America. These people in the market place at Caracas, Venezuela, are choosing their numbers. The lotteries are usually controlled by the municipality or state and proceeds are donated to charities. In the cities many people either buy or sell lottery tickets. Naturally there is a great deal of interest in the outcome which may mean fortune

BASIC MISTAKES OF EUROPEAN SELLERS

Until now, these countries have been content with European-made goods, sold on a price basis—frequently inferior, shoddy. While here, a seller tries to impress his brand-name on the consumer, because he has enough confidence in his product to expect repeat sales, mostly the reverse has been true in Latin America. European sellers for the most part have been hit-and-run drivers, undercutting prices by unloading inferior goods under a brand-name, with the assurance that even if that brand should be discredited, the performance could be repeated later under a different brand. Commercial propaganda, therefore, has had as its basic tenet, provoking confusion rather than enthusiasm.

THE OPPORTUNITY FOR QUALITY PRODUCTS

Where American products have been introduced, backed by a solid reputation and a guarantee, whether expressed or implied, their superior quality won recognition and acclaim. We have proved that quality is the most potent of all sales appeals, and now that other trade "lifelines" of the southern republics have been cut off, what a tremendous opportunity to inoculate these millions of potential customers with the beneficent virus of *quality*!

MARKET CAN BE HELD AFTER THE WAR

It is true that exporting now is hard work. But if we are willing to face it now, and if we play our cards right, there is no reason why it should not be profitable; no reason why most of the customers secured now can not be retained after the war. The experience of the post-1918 years proves that. We lost a large part of the new business brought to us



Photo, Pan American Airways

Famous statue of Artigas in Montevideo, Uruguay



Photo, Grace Line

Colombia is a thriving country with modern buildings. Automobiles are seen everywhere particularly in the Pasco Bolivar in Barranquilla. Like all Latin American countries there is a welcome here for American-made goods

by the war—but it was because we made serious blunders which Latin American customers could not forgive.

WHY WE LOST OUT AFTER 1918

The war had forced the European countries to relinquish their trade footholds in the western hemisphere. We stepped in, and made good use of the opportunity, but only for a while. We muffed our opportunity. The war over, we devoted ourselves to domestic business, which for a while was more profitable. We insisted on being paid in cash, and refused to heed the specific requirements of each market—in short, we spurned the customers

who wanted to continue buying from us, and we did everything we could to help Germany, Japan, England, Italy and other countries take the market from us.

But the fact remains that even with these handicaps, we *did* keep a considerable percentage of new business, mainly on a quality basis; that percentage kept increasing year after year, and if we are now willing to suffer the extra pains of exporting under a war-time economy, it is my opinion that the manufacturers of the United States will certainly retain a vast market which was not theirs before.

WHY WE CANNOT KEEP THE ENTIRE MARKET

It is quite obvious that we cannot keep the *whole* market, since Latin America, producing many raw materials which compete with ours, and which we cannot use, will have to sell them in Europe, and will probably get for them, not cash, but credits for the purchase of European manufactured goods. But we can keep part of it, and it is up to us to make the percentage as high as possible.

WHY PSYCHOLOGICAL FACTORS ARE IMPORTANT

It cannot be done if you go into the export field merely "for the duration." In that case, it would not be worth the trouble. Most important, it is imperative to keep in mind the psychological factors in Latin-American trade—because they constitute perhaps the chief reason why we have been unable in the past to do a larger volume of business there.

UNITS OF CURRENCY

Country	Unit of Currency	Approximate Value in U. S. Money
Argentina	peso	\$1.6335
Bolivia	boliviano	.6180
Brazil	milrêis	.0606
Chile	peso	.2060
Colombia	peso	.5714
Costa Rica	colon	.7879
Cuba	peso	1.00*
Dominican Republic	peso	1.00*
Ecuador	sucre	.3386
El Salvador	colon	.8466
Guatemala	quetzal	1.00*
Haiti	gourde	.2000
Honduras	lempira	.8466
Mexico	peso	.2212
Nicaragua	cordoba	1.00*
Panama	balboa	1.00*
Paraguay	peso	1.6335
	(Argentine)	
Peru	sol	.4740
Uruguay	peso	.6583
Venezuela	bolivar	.3267

* \$1.00—does not fluctuate

"I can conceive of no greater misfortune than that the people of the United States should refrain from devoting themselves to the study of reconstruction until the end of the war; then that they should permit themselves to adopt the passive policy of 'wait and see.'"—Under Secretary of State Sumner Welles.

Recently, a South American friend complained to me about his experience with an American manufacturer, that virtually catapulted him into the arms of an Axis concern. He approached the manufacturer with an order, and was given the sort of treatment sometimes accorded by reception clerks in charity clinics.

TAKE IT OR LEAVE IT POLICY WRONG

The manufacturer told him, curtly and brusquely, what he had on hand, rattled off his terms, and then neatly polished off his important customer with a "take it or leave it" shrug. Used to the courtesy and cooperation of European manufacturers, my South American friend left it.

HIGH PRESSURE METHODS DOOMED TO FAIL

Doing business in Latin America means more than just hewing to the line of the law—more than living up to the strict terms of a contract. It means a meticulous regard for Latin psychology and habits of thought; it requires tact, diplomacy, courtesy, and a thorough understanding of the people with whom one must deal. In particular, and this is a most important point, it requires a strict avoidance of high-pressure sales methods a la North American.

LATIN AMERICANS ARE BASICALLY EUROPEANS

In the past quarter century, Latin America has bridged the canyon between the Nineteenth and Twentieth Centuries, economically, industrially and culturally. But down there they think, basically, as Europeans. That has been, and still remains, their culture. Germany and England principally have recognized that fact, and have been wise enough to cater to it. We have not, save outstanding exceptions. Result: they got the business, we did not.

In times to come, as our commercial relations increase, we may expect that slowly we shall get to talk the same language, shall understand each other with a minimum of "palaver," so distasteful to our mind. It will require compromises on both sides; but since we are the sellers, we must make the greater concessions in this simple, yet important respect.

SPEAK THE LANGUAGE OF THE PEOPLE

The most obvious need is for our exporters to learn Spanish and Portuguese, so that correspondence with customers can be carried out in

their own language. How affronted an American business man would be if a Chilean came to sell him something, and insisted on talking only in Spanish. That in reverse is the situation now.

PRODUCTION OPPORTUNITIES

I shall not discuss production opportunities for our manufacturers in *Latin America*, though they are boundless, but I should make a brief mention of the situation. There is a wealth of raw material, and facilities for extracting them; but processing equipment is sadly deficient; also experts. In most cases what equipment there is, is outmoded and inefficient. Labor, therefore, cannot cope with more modern methods. But supplied with suitable machinery, skilled labor could soon be trained. Latins are well aware of the shortcomings in their efforts to establish themselves as industrial factors. The going is a bit slow, but there is motion, definite motion, and without any doubt our help can accelerate it.

Of course, the present scarcity of equipment and materials would somewhat hamper efforts at increased industrial output particularly in the extractive industries, which are those of greatest interest to American manufacturers. It is therefore incumbent on us, though similarly handicapped, to divide what we have with them on some equitable basis. Despite the demands of our domestic markets, we should even now make some effort to satisfy Latin American needs. It will pay, in the long run.

LATIN AMERICA PAYS ITS BILLS

Can Latin America pay its bills? It certainly can now, and the passing of time should enhance its credit vastly. The United States is buying huge quantities of strategic raw materials and many other materials, formerly imported from Europe or the Far East, are now being produced commercially in Latin American countries. That means more money with which to pay for American goods.

Exploitation of natural resources, new railroads and air lines, new industries established by Euro-

pean refugees, will mean more income for our Latin-American customers. And their credit standing, of course within their means, is as high as that of any firm in the United States. There are many long-established, sound and well-financed business houses whose paying record is excellent. Of course, credit has to be established and checked, but there are many efficient organizations in the United States to do the job.

There is a strong possibility that economic experts now at work on the problem will soon reach some solution to the inequalities between our respective monetary systems and standards—and any improvement will mean a tremendous trade advance indeed, particularly with those countries whose present depressed currency prevents them from buying goods urgently needed. There has been some talk of a Pan-American trade currency, to be used exclusively for commerce within the hemisphere, but that as yet is too nebulous to talk about.

GOLD BEYOND THE CARIBBEAN

I do not want to encourage American manufacturers to start something they are not willing to finish, and that is why I have sketched frankly, though briefly, the problems that must be met and solved. But I repeat—Latin America is our new commercial frontier. There is gold beyond the Caribbean.

The American businessman, as a rule, does not know where to begin. The very thought of the great distances between him and his market, and of sea transport—in which usually he has had no experience—scares him. He asks himself dozens of questions, but knows none of the answers: Where do I find customers? How do I approach them? How about credit? What happens if ordinary commercial difficulties arise?

GOVERNMENT HELP AVAILABLE

I have stated the problems; now for some suggestions. The American manufacturer should know that both the Commerce and State Departments



A typical street scene in Quito, Ecuador



Sunday market in Sorata, Bolivia



Photo. Grace Line

An idea of the size and commercial activity of Lima, Peru, is given by this air view

have a definite organization to place him on the road to specific markets, and will render him, through the consulates, commercial attaches, and other officials, aid in getting things rolling.

The Department of Commerce has a division, the Bureau of Foreign and Domestic Commerce, with field offices in principal U. S. cities, which in normal times is devoted to the development of our foreign commerce. It publishes a magazine which every week brings a wealth of information about current trends in foreign countries, customs regulations, restrictions, reports regarding new sources of supply for essential materials, market surveys, etc.

LISTS OF CUSTOMERS

It issues lists of trade opportunities, of potential customers, furnishes credit reports, prepares individual market surveys, and in general stands ever ready to foster the export of American products—with particular emphasis on the Latin-American market.

Then there are several banks, such as the Guaranty Trust Co. of New York, which will give expert and invaluable guidance, free of charge, and steer exporters over the pitfalls which might otherwise develop in the collection of their drafts.

HOW TO DEVELOP SALES

Lists of prospects in most countries can be obtained from the credit reporting organizations. But for the cosmetic and toilet goods industry in general, the most practical thing to do is to contract with representatives or distributors in the main trading centers of each country, and give each of them a free hand in the development of sales in his own territory, in accordance with local practices.

Of course, such outlets should be chosen with the most scrupulous care, to avoid dealing with concerns

tainted by connections inimical to the United States—a thorough investigation should be made in each case.

Congress is now considering a bill which would empower the president to lower tariff duties, and even to suspend them entirely. If intelligently applied this should lead to freer trade between Latin America and the United States, now and after the war, but the fact is that prospects for the final enactment of this measure are fraught with difficulties, since it is certain to meet strong opposition from short-sighted, but powerful businessmen in the United States.

BRANCH FACTORIES MAY BE ADVISABLE

There is one fact which should not be overlooked—that customs duties in many countries, particularly in the matter of cosmetics and toiletries, are very high. Argentina, Brazil, Colombia, Cuba, and Mexico, among others, have highly developed toilet goods industries, fostered by high protective tariffs. In such countries, the importation of these items from the United States would be prohibitive; it would be far wiser to ship the raw materials, or partly processed materials, to be finished and packed locally. Most large houses, both American and European, have local branches; in other cases, manufacturing is carried on by local concessionaires, under exclusive contract.

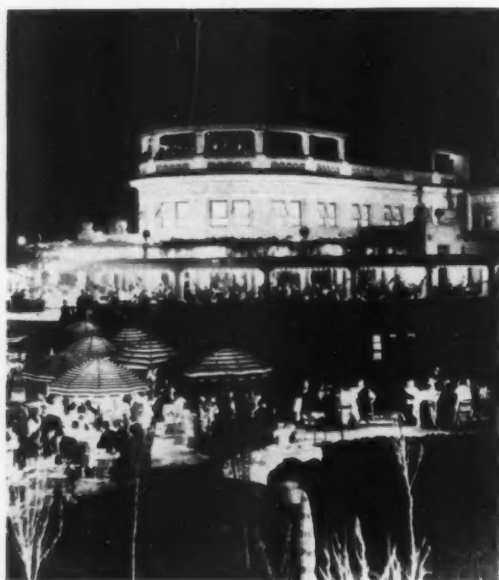
OUR GOLDEN OPPORTUNITY

In conclusion, there is a broad reason for participating in Latin-American trade. We must sell them enough, and at the same time buy enough from them, to insure their economic stability. With our Black List and other restrictions, we have put out of business many concerns useful to the economy of Latin-American countries. It is up to us to help to plug that hole. This is our golden oppor-



Photo, Inter American Affairs

Beautiful buildings of which the Casino Nacional in Havana, Cuba, is an example are found in most republics



Photo, Grace Line

Night view at Vina del Mar, Chile

tunity. Otherwise, their usefulness to us, as potential customers or as good neighbors, might vanish overnight. Dictatorship has made its most dramatic gains among economically distressed peoples.

PRACTICAL PREFERENTIAL COMMERCIAL TREATIES

A man of the wisdom and understanding of all these problems like Mr. Sumner Welles should be urged to look into the possibilities of practical preferential commercial treaties with these countries. This is the time to make them. These could prove beneficial to all parties.

Rationing Orders

WILLFUL violators of rationing orders and rationing regulations issued by the Office of Price Administration now face direct prosecution and severe penalties under provisions of the Second War Powers Act, 1942.

The act provides a maximum penalty of \$10,000 fine and imprisonment for one year for willful violation of priority orders of the War Production Board, or of rationing orders or regulation of OPA, whether already in effect or to be issued in the future.

A New World

THOSE who today express surprise that the search for American plants and flowers of value to perfumers did not begin many years ago are exhibiting the wisdom of hindsight which has been so plentiful in this war. At the time when ominous war clouds were darkening the skies of Europe, even the most pessimistic and the most astute observer did not conceive of the collapse of French resistance, did not dream that France's insular possessions off the coast of Africa, so rich in raw materials of aromatic value, would be blockaded by the British Navy, nor that almost every source of essential oils outside of the Western Hemisphere would be occupied, blockaded or seriously threatened.

We have almost overnight found ourselves in a completely new world, and although the reorientation of those who create odors has been the least tragic readjustment in a world in flux, it has nevertheless been an adjustment that had to be made.—*Givaudanian*.

Coming Conventions

NUMEROUS conventions of importance to the allied trades are to be held this Spring as well as a number of golf meets in the metropolitan area. The chief conventions are:

Flavoring Extract Mfrs. Assn., Hotel Pennsylvania, New York, N. Y., May 18-20.

Proprietary Assn., Hotel Biltmore, New York, N. Y., May 18-20.

Manufacturing Chemists Assn., Waldorf-Astoria, New York, N. Y., June 4.

Synthetic Organic Chemical Mfrs. Assn., Seaview Country Club, Absecon, N. J., June 5-6.

Amer. Pharm. Mfrs. Assn., Homestead, Hot Springs, Va., June 8-11.

Nat'l Assn. of Insecticide & Disinfectant Mfrs., Edgewater Beach Hotel, Chicago, June 8-9.

Toilet Goods Assn., Waldorf-Astoria, New York, N. Y., June 16, 17.

In the metropolitan area the BIMS will hold a golf tournament at the Winged Foot Country Club, Mamaroneck, N. Y., June 23, and the Salesmen's Assn. will hold one at the Garden City Country Club, Garden City, N. Y., June 2.

THE RISE OF THE HOUSE OF HOLLYWOOD

Sally Hansen taught dancing and gave beauty hints . . . now as House of Hollywood's head she is building a business from coast-to-coast

by FRED L. W. BENNETT

TO take over the management of a concern which had been on the financial rocks for some time and not only give it a new lease of life, but treble its business and provide it with a splendid and well equipped new home of its own, all in the space of a few years, is to sum up the remarkable accomplishment of a young Los Angeles woman whose commercial experience up to that time had been extremely limited.

REORGANIZED DURING DEPRESSION

In 1935, when the business world was still reeling from the shock of the great depression which had struck it five years before, Mrs. Sally Hansen, 27-year-old Beverly Hills dancing school owner who directed dancing scenes in moving picture productions, became affiliated with a small Hollywood cosmetic house which was being reorganized in an effort to keep it going. The ability of young Mrs. Hansen, who had always taken a keen interest in cosmetics and had conducted a beauty hints column for a time in a Los Angeles newspaper, was soon recognized and in a short time she became the chief

executive of the firm with the title of president. By January, 1941, the change in the status of this company as noted above had been brought about. It was then that the concern, now nationally known by its new and glamorous name of House of Hollywood, moved into its elegant new home, 777 East Gage Ave., Los Angeles.

LARGEST PLANT OF ITS KIND IN THE WEST

The House of Hollywood operates the largest plant of its type in the West. The first of the two floors is devoted to the packaging department. Sales are largely through the syndicates. A big percentage of the business is in private brands and the firm is believed to be the largest private brand cosmetic house in Southern California. It puts out the 25c. private brand La Bonita toiletries sold by the S. H. Kress & Co. stores. Its plant equipped with new machinery throughout, occupies 26,000 sq. ft. of floor space, compared with 6000 in the original building. Activities were limited to the Pacific Coast at the time Mrs. Hansen became president, but today shipments go to all parts of the United



Meet President Sally Hansen. Her luxurious office avoids all commercial atmosphere



Reception room and offices resemble a fine home

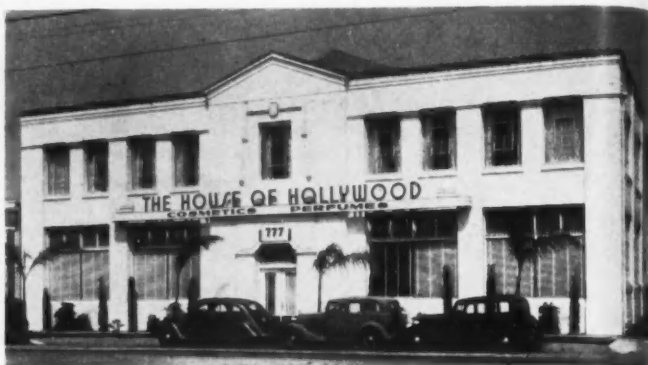
States. The firm normally employs about 45, all women, with the exception of the janitor and the chief accountant, who does not spend all his time there, and the men who attend to the physical end of the shipping. The metal type of belt is used in the plant in preference to the cloth type, which has proven more satisfactory from a sanitary standpoint. The plant is not partitioned off to accommodate the different departments, as in many plants. Instead, all activities are conducted in one large space. This is proving to be a time saver and more satisfactory in every way. The office division is distinctly feminine in its appointments. The different offices resemble rooms in a well-furnished private home rather than quarters in a commercial establishment.

ALMOST AN ADAMLESS EDEN

In spite of the fact that the House of Hollywood employs women to the almost total exclusion of men, the turnover in personnel has always been light, and continues so regardless of the tempting pay offered women by war industries. At present, however, it is naturally a little harder to replace an employee than it was. Mrs. Hansen makes it a point to become personally acquainted with every employee and to encourage the bringing of any grievance directly to her. There is a ten-minute rest period for employees every afternoon, and for emergencies the plant has been provided with a little hospital equipped with everything necessary to render first-aid. The forewoman takes every



Shipping room. Man's last foothold in Adamless Eden



New plant has 26,000 sq. ft. and latest equipment

new employee of the plant in charge and trains her. If it is found that the girl is not adapted to the type of work she has been put to, she is tried out in other departments until she finds something she can do satisfactorily. One of the first things Mrs. Hansen did after taking charge of the firm was to offer employees money prizes for new ideas which could be put to use in the business. A number of usable suggestions have been obtained in this way, each bringing from \$2 to \$10, according to the value placed upon them by the management.

ABOUT 80 CONSULTANTS EMPLOYED

Point-of-sale advertising is the principal means employed by the House of Hollywood to make the public acquainted with its products. The firm employs about 80 consultants. A special department is maintained for hiring these women. They are given two weeks of intensive training by its head, Mrs. Hazel H. West, formerly personnel director for a large syndicate organization, before being put to work. The factory manager is Mrs. Rita Foster. Mrs. Hansen has charge of sales and personally contacts the outlets, which, because of the method of distribution, are naturally not numerous. This duty makes it necessary for her to fly East a few times each year.

FULL BEAUTY SERVICE—NEW DOLLAR LINE

Now, the House of Hollywood is doing something in the way of promotion that is out-of-the-ordinary. Believing that the time is opportune to introduce a more expensive product than the chain store line, the firm has just placed on the market a new and attractive dollar line embracing 13 or 14 numbers which is to be sold under the trade name of "Mary Alden". "When a woman buys a line of cosmetics she should get more than just a jar of cream or a box of powder," reasoned Mrs. Hansen. "She should get a full beauty service. So in April we opened a place in Hollywood under the style of 'Mary Alden Hollywood Salon,' where we offered at a reasonable price a complete beauty course, which included streamlining exercises, reducing diet, instruction in daily walking, skin care, two personalized make-ups (one for day and one for evening), hand and foot care, posture, hairdressing, voice and poise. We charged \$10 inclusive for the

course, which consisted of eight 2-hour lessons, two lessons a week. Each person enrolled was given a copy of the printed instructions for each lesson so that she could take it home and keep it as a permanent guide. We called it the 'Mary Alden Way'. It was strictly a course of instruction designed to teach women how to take care of themselves."

BEAUTY COURSE PROVED POPULAR

Mrs. Hansen said this course was well received and that the attendance was entirely up to expectation. "We felt," she said, "that the present was a very opportune time to introduce a course of this type, for now more than ever before womanhood must make the best of itself; not only to maintain the morale of the men, but also to keep up its own morale."

GENIUS OF THE ENTERPRISE

The driving force behind the House of Hollywood is a slip of a girl weighing only 105 pounds and standing but 5 feet 2. Her accomplishments extend to the building up of a very fine business for herself and associates. Mrs. Hansen has won distinction as a leader in the cosmetic industry of her state, a state which has many wide-awake, progressive executives in this field; for last December she was accorded the honor of being the first member of her sex to be elected president of the California Cosmetic Association.

Born in Kansas City, the president of the House of Hollywood traveled a good deal with her parents during her early life. "I didn't stay in one place long enough to go to school," she said, "and so received most of my education from private tutors." She has not been to Europe yet, but would have visited there before now had it not been for the war. She and her husband, a prominent physician, had booked passage for London on a boat that was scheduled to sail from New York three days after the war broke out.

SEES GOOD FUTURE FOR COSMETICS

Mrs. Hansen says the cosmetic industry is capable of great expansion—after the war. "It's a comparatively new industry," she pointed out, adding,



A section of the spacious laboratory

"till recently, manufacturers more or less copied each other; now the trend is toward individuality. Just now the transportation situation is aiding the neighborhood outlets at the expense of the downtown retailers. This condition is becoming quite marked in Los Angeles. Business is good and on the increase. It is harder to get materials than it was, but so far we are able to get nearly everything necessary. The House of Hollywood is looking forward to the future with confidence."

Skin Prescriptions

SINCE 1898, in New York State, the examination for medical practice has not included tests on pharmacy or prescription writing. The medical colleges have, therefore, not stressed this important phase of medicine. An entire generation of physicians has not been trained to write any prescription in the old-fashioned sense. Then there is a steady increase in physical methods in treatment of skin ailments; the ultraviolet emitters, the x-ray, short wave, grenz ray, and what-not have displaced the written prescription on the pharmacy. Third, the improvement in cosmetics and the encroachment of the field of medicine we call dermatology instead of dermatopathology by the beauticians, barbers and purveyors of mis-called cosmetics, has made the physician dermatologist conscious of his shortcomings in prescription preparations. He hesitates to compete with the finished product of the manufacturer which lies on the counter of the pharmacy. Fourth, the large-scale pharmacy agency impresses him with the value of its products which have trade names easy to remember, and still easier to write. Fifth, we list a growing tendency for dispensing under one or another guise, as coded prescriptions, products with pharmacy labels delivered at the specialist's office to the patient; one-pharmacy prescriptions, etc.—*Herman Goodman, M. D.*

Dollar-a-year Men

THE left-wing ballyhooers and their followers are resolved, come what may, to concede nothing good about business.

If a business shows a profit it is exploiting the workers and defrauding the public. If it goes bankrupt that proves the system is decadent and should be replaced by socialism. If it goes after war orders its heads are greedy and acquisitive. If it doesn't it is disloyal.

Hundreds of the ablest business executives in the country are in Washington giving their services to the nation without compensation. That should be expected to silence criticism, but it doesn't. "Dollar-a-year men" is a label that attracts the fiercest sarcasm of every pinkish federal official, labor leader and reform journalist. However often it is disproved, they go on repeating the insinuation that these executives are merely parked in the capital to land fat, underhand contracts for their companies.—*Nation's Business*

Short Adages

by R. O'MATTICK

THE moods of Dr. Rowmeters have their ups and downs. Yesterday he was depressed because one of his aides broke a four-ounce bottle of methyl heptene carbonate—the last of this now so precious liquid. But today I was greeted with a cheerful smile.

"I have just finished reading the first half-good news of many weeks," he exclaimed. "The U.S.I. *Alcohol News* states that considerably increased production of alcohol this year may react to the benefit of cosmetic manufacturers. Things happen so fast nowadays that by the time something is published the reverse becomes true. However, I am not discouraged. By the time your present column appears the reverse may be reversed! That is how it was 25 years ago."

I was a bit taken back, forgetting that before World War I Dr. Rowmeters was already an active and prominent member of the perfume and cosmetic industry.

"Yes," continued the good doctor, "in those halcyon days when THE AMERICAN PERFUMER was \$1 per year and phenyl ethyl alcohol was \$45 a pound, things also happened. We were getting ready for the 23rd annual convention of the Manufacturing Perfumers Association at the Biltmore in April, 1917. You were probably getting ready for kindergarten. The convention took place a few days after we entered the war. We hardly had any sort of aromatics or drugs or dyes made in this country at that time. How the industry grew is an old and well-known story. I recall at that time some chemists from the Department of Agriculture were making small batches of citronella oil from the plants grown in Florida, but they didn't get much support and nothing came of it. Another thing I recall, although of no importance, yet it sticks in my mind, is that two soap companies were 'going to law' because one had a soap called Blue Boy and the other, Snow Boy. And the play for the members of the convention at the old Princess Theatre was called 'Oh, Boy'. We all thought the show was a bit too lively and risky for the ladies but today my granddaughter would sleep through it. You must remember that was back in 1917 before the jazz age and boogie-woogie and flappers and farmerettes. It was the time when we thought the world would come to an end because we couldn't get any Otto of Rose and phenylacetaldehyde and some other things but now it seems so far away like 'All quiet on the Potomac'."

* * *

And Dr. Rowmeters, who has just returned from Palm Beach, says that of all the oils he uses in his many and varied formulae he is least concerned about Peppermint. "I have a pound of the Michigan essence," he stated, "which I reserve for a special use and it will last a long time. Whenever I make a tall mint-julep I add one drop of Peppermint Oil with an extra jigger to smooth out the Peppermint." But Otto Stock confided that the

supply of Peppermint for this use was running low and he has ordered another two pounds for the summer season.

* * *

On Peppermint we don't have to stint—
But I'd like to rope in some heliotropin.

* * *

FAMOUS SAYINGS OVER THE PHONE:
Well, you needn't get so sore,
After all you never bought from us before.

It certainly would be very nice
If you could get it at that price.

Of Oil of Hops
We haven't got two drops.

Now this one lot you better take—
It's scarce as feathers on a snake.

Why, our Mr. Brown—
He must be outatown.

* * *

Cory Ander tells us that the five most important spices are cinnamon, nutmeg, pepper, ginger and cloves. These big five represent 90 per cent of the 25 spices commonly used. The way some of our perfume friends are carrying on you would think that the big five in perfumery are lemongrass, lemongrass, citronella, citronella, and lemongrass.

* * *

Now that the citrus oil industry is developing in Florida, the Californians and the Floridians will have something beside the weather to argue about. If an aromatic oil could be extracted from the swamp lizards the Floridians would be a jump ahead of the West Coast.



"There are five men here from the government and one little chap who claims to be a customer."

PACKAGING COSMETICS—WITH WHAT?

Annual Packaging Show gives answers . . . Transparent plastics remain in a few stocks . . . Wood, glass and paper for cosmetics . . . But closures are a problem

EVENT: Twelfth Convention and Packaging Show of American Management Association.

TIME: April 14-15-16-17.

PLACE: Grand ballroom, Hotel Astor, New York.

EXHIBITS: Materials new and old; packages; machinery.

WHAT'S new? . . . That WPB "freezing" order on all packaging machinery that came out only three days before the exhibit. . . . Got an A-10 priority rating or better? Don't bother to leave your family a lot of money when you die. Just will them a good, sound priority rating. . . . Yes, we're all on some kind of war production work. Take Horix Manufacturing Co., for instance; we're almost 85 per cent for war.

War work? . . . Oh, yes, Owens-Illinois Glass Co.'s machine shops are devoting 350,000 man-hours for direct defense during 1942. . . . That's quite a lot of production time, especially when you consider it's a glass company producing a non-critical war material. . . . Of course, there isn't so much new, but there may be if we succeed in developing a good glass closure that will seal.

WHAT ABOUT CLOSURES?

Sealing! That's the trouble. We're looking for it too. Hazel-Atlas has tried out several seals, but practically all needed at least a little rubber. . . .

Of course, we're showing tin plate, enameled black plate and plastic closures. . . . Got a priority rating? . . . Tin plate's going fast, black plate's on the way and it looks bad for plastics. . . . Still, there's plenty of development work going on with non-critical materials . . . something should turn up soon. . . . Heard about the screw-cap wood closures? . . . Company in Long Island City getting them out. Hear they're one of the best bets so far.

Of course aluminum for packaging is "out" for the duration. But the Aluminum Co. of America isn't out of the packaging business. . . . See that sign in our booth: "Greater production has already resulted in new techniques, new alloys and new low prices. Plan products and protective sales-winning packages against the day when peace returns." . . . That's not just sales talk, either. Aluminum Co. has just opened a new packaging laboratory in Edgewater, N. J. . . . We're experimenting and testing on all kinds of packaging. . . . Going to be ready for that struggle for markets when peace returns. . . . There'll be lots of aluminum for packaging then. . . . You know, production is up from something like three-quarters of a million pounds a year, pre-war, to probably well over two billion pounds for post-war years.

STRUGGLE FOR PACKAGING MARKETS COMING

You bet there'll be a struggle for packaging markets after this war. Monsanto Chemical Co. hasn't



They crowded round the registration desk because they wanted to see what war does to packages

anything now, but with the war over we'll have plenty. . . . You know, before the war about 150,000 pounds of plastics did the trick. Now, Monsanto is completing a styrene plastic plant to produce about 450,000 pounds of plastic a year. It's going into synthetic rubber for the duration, but after the war, why not packaging and containers?

Well, so far, wood isn't a critical material. . . . So, maybe the Pilliod Cabinet Co. ought to talk to a few more cosmetic manufacturers. . . . We just did a job for Tangee. . . . Got machinery now that makes formed wood boxes to almost any design and does it automatically at low cost. . . . Used to be a hand operation. . . . Photography will reproduce any grain. . . . Candy people use quite a few wood boxes, so why not the cosmetic manufacturers?

TRANSPARENT PLASTIC SHORTAGE

This little machine we have in the booth shows how Dow Chemical Co.'s transparent plastic resists cracking at low temperatures. That's a sheet of the plastic moving continuously over a cake of dry-ice. . . . Pretty cold there, about zero, but there's no cracking. . . . That little transparent powder-puff box filled with bearings is being tumbled in the revolving barrel to show it can "take it." Of course, we have plastic sheets of .005 and thicker but the transparent plastic supply is getting more limited all the time.

Shortage of transparent plastics for cosmetic containers? Yes, there's probably severe shortage coming. But the Geo. V. Clark Co. has enough sheets in stock for normal supply of customers to the end of this year. . . . After that, do your own guessing.

LIQUIDS IN FOLDING CARTONS

Been over to the du Pont exhibit? . . . Worth seeing if you can get through the crowd around the booth. Got orange juice and soup in cellophane bag liners for folding cartons. . . . But the development for the cosmetic trade is the container of laminated cellophane and chipboard. . . . Looks like something that's here to stay after the war. Makes a good packing for cold cream, shaving cream, powder and almost anything not containing a lot of alcohol. . . . They've even made it into 10-gallon drums for shipment of bulk liquids or dry materials . . . but no alcohol.

Sorry, but Sherman Paper Products Co. hasn't anything new to interest the cosmetic field. . . . Write your name and address on this card and we'll send you a picture of General MacArthur . . . if you want the latest news, there's an International News ticker across the way at the Riegel Paper Co. and another next "door" at Arabol adhesives.

FROZEN MACHINERY

Well, WPB "froze" the machinery so everybody will have to take good care of present equipment. . . . See Economic Machinery Co.'s new red, white and blue booklet called "Liberty and Labeling?" . . . Take one along. It tells you how to do what you have to do, with what you have, and keep your machinery in good shape.



Buyers but fewer sellers at this year's Packaging Show

We think Kimberly-Clark Corp.'s crêpe cellulose padding called "Kimpak" should interest cosmetic men for packing. Use it in the consumer container or box and if the bottle is broken in transit the packing will absorb 16 times its own weight in moisture. . . . Looks well, too, and can be "embossed" with form of bottle or other product it is intended to protect. . . . We're making sanitary strips of "Kimpak" for use in beauty shops. . . . They're wider than the men's barber shop strips most shops now use.

Wait a minute and I'll make you a little transparent box out of Eastman Kodak Co.'s plastic. We've got all the machines here to form the sheets with heat and seal the corners of boxes. Of course, we haven't any just now for cosmetic packing, but it will be different . . . one of these days.

Among Exhibitors Present

AMONG the exhibitors present at the well-conducted exhibit were the following of especial interest to manufacturers in the allied fields of cosmetics, flavors, soaps and pharmaceuticals. Those of especial interest were:

Aluminum Co. of America.—Dr. T. M. Hill, in charge of foils; T. A. Torrence, foils sales manager; Harvey Ochs, sales package development; D. B. Strohm, research chemistry in packaging.

Anchor-Hocking Glass Corp.—J. J. Gilluley, advertising manager; J. J. Glynn, production manager; S. B. DeMerrell, container sales manager; R. B. MacFarlane, closures sales manager; Hugh Crawford, manager of closures and C. D. King, manager of containers.

Container Corp. of America.—Walter Paepcke, president; W. M. Dixon, vice-president; E. A. Throckmorton, sales promotion.

Consolidated Packaging Machinery Corp.—H. H. Leonard, president and E. G. Kuhn, vice-president.

Geo. V. Clark Co.—Guy C. Steeves, president; R. S. Hirschland, secretary; George Snyder, sales manager.

Dow Chemical Co.—M. J. Hooker, assistant advertising manager.

E. I. du Pont de Nemours & Co.—C. F. Brown, director cellophane sales; E. C. Lake, head of converter section; W. J. Harte, sales manager.

Eastman Kodak Co.—Harry T. Seaman, manager chemical sales and Vernon Howe, technical contact.

Economic Machinery Co.—A. O. Frykholm, southwestern representative; W. G. Malm, New York manager; E. V. Novak, Pittsburgh and H. R. Stewart, sales manager.

Horix Manufacturing Co.—Frank B. Fairbanks, secretary-treasurer; Tom McLay, sales manager and Paul Balze and Henry Geller of New York sales office.

Kimberly-Clark Corp.—Scott B. Fithian, manager crêpe wadding and Frank A. Biederman and Dan Merritt, sales department.

Monsanto Chemical Co.—James Turnbull, sales manager.

Owens-Illinois Glass Co.—Tom Almroth, advertising manager; Garland Lufkin, manager glass containers; E. F. Bertram, manager proprietary division; Emerson Delaplane, manager liquor containers and closures.

Package Machinery Co.—George Mohlman, president; Tom Miller, vice-president in charge of sales; Lovell Smith, vice-president in charge of development.

Pilliod Cabinet Co.—L. L. Pilliod, manager of sales; C. W. Kulp, New England and W. M. Kulp, New York, representatives.

Pneumatic Scale Corp.—C. F. Doble; W. E. Coughlin; J. Yates, director of research; L. I. Hodgdon, advertising manager.

Sherman Paper Products Co.—George Sherman, president; G. M. Setliffe, executive director; S. L. Hallett, sales of Coroflex; E. W. Pitt, display sales manager; Paul Thompson, advertising manager.

Stokes & Smith Co.—Carl Schaeffer, manager package machinery; William Sanford, New York, Harold E. Colburn, Rochester and Paul Hagen, New England, representatives.

Triangle Package Machinery Co.—L. R. Muskat, president; W. H. Splitt, sales manager and C. L. May, eastern district sales manager.

New Container Substitute

"IN the cosmetic field especially, turned wooden caps on liquid products are finding a new field of application," said Dr. E. C. Merrill, in charge of Research for United Drug Co. in a paper at the Twelfth Annual Packaging convention.

"Curtailement of aluminum, tin and lead for liners," said Dr. Merrill, "has resulted largely in adoption of impregnated paper materials for replacement." Discussing colored bottles, Dr. Merrill said: "To save cobalt use in the coloring of blue bottles it is expected that the reduction in quantity

used will result in a somewhat lighter blue container. But it is expected that the standard blue as called for in the special use for bottles for poison products will be maintained due to their limited use."

He called attention to the usefulness of the ordinary wax-lined cylindrical paper ice cream type container for many dry products including botanical drugs and psyllium seed. He said these containers lend themselves well to top and side labeling. In the company's pharmaceutical line, he said, varnished labels and glassine wrappers have been developed with elimination of outside carton protection.

Outlining the steps that have been taken to reduce or completely eliminate tin from collapsible tubes, he said, "we have seen a progressive effort to conserve tin which is proving successful—so much so that we doubt if tin will ever find its way back into the packaging of numerous classes of these products in which it has hitherto been used almost exclusively. It is also conceivable that a plastic tube with its proper inside coating may result from the evolution that is taking place in this field." He also saw successful elimination of tin plate from many containers to the extent that there may be no desire to bring it back in the future.

War Time Business

WE face a war cost of 40 or 50 billions of dollars a year. A small part can be raised by taxes; most must come from borrowing. In either case, commercial and industrial life must go on as far as consistent with war effort—or there will be no money for taxes or buying of defense bonds. And our industrial life is built around mass distribution.

Moreover, our people must live while fighting the war. They must have clothes, shoes, food and a thousand other necessities. . . Business must go on—not as usual—but even more efficiently.

Also important is the fact that business must be kept ready for the difficult post-war adjustment—must keep its channels of distribution open, its name before people, its wheels greased and turning.

We must tell people through our advertising how to make scarce articles last longer, how to buy better, how to use goods made of materials not needed for defense. We must help find and promote substitutes, we must prepare people for shortages, we must discourage hoarding and hysteria in buying. We must develop and popularize simplified styles and products. We must help the public understand and adjust itself to war merchandising conditions. We must help business understand its share in this national emergency.

On the negative side, let's make sure that we and others do not take advantage of the present emergency to get more profits. Hoarding of raw materials or manufactured stocks, unjustifiable price increases, unnecessary lowering of quality and all sharp practices, even though legal, must be avoided.

—Elon Borton.

Packaging

P O R T F O L I O



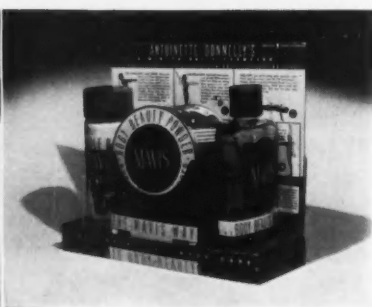
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1. SALLY VICTOR: White Tie cologne for men, replete with piqué bow and top hat closure, makes its debut. The cap and base are of wood. Stripes feature the cover.

2. ATKINSONS: Added to the fragrances of this English firm is Royal Briar perfume, cologne. The perfume comes in a simple, attractive bottle. Sale and Co., distributor.

3. LUCIEN LE LONG: Swagger Kit, for women in uniform, has a loop to hang on a belt, holds make-up items and has space for extras. It comes in gabardine in three shades.

4. V. VIVAUDOU: The Mavis Body Beauty Set features a 6-day calorie count diet, three bath products—bubble bath, body powder, cologne—in red, white and gold packages.

5. SHULTON: A slotted container for discarded razor blades is included in a new Early American Old Spice set for men, consisting of shaving cream, after-shave lotion.

6. SCHERK: Cream cologne joins this firm's after-bath products. The cologne is offered in four odors, and it is recommended especially by the maker for use on dry skin.

7. HELEN LIEBERT: A new odor, Cross My Heart, enters in perfume, cologne, body sachet (in a cellulose cylinder whose top is perforated).

8. MEM: Both the packaging and color carry out the theme for the new soap, Blue Carnation. It is offered in various sizes and sets.

9. SPOONER: A refillable puff, with scoop for transferring powder, features Patty Puff Dusting Powder now available in three fragrances.

10. DAGGETT & RAMSDELL: Chubby soap tablets, decorated with heather design and tinted pink, are new in the Mountain Heather family.

11. YARDLEY: Three tablets of April Violets sachet are packed in an oblong box with diagonally-cut lid which is lifted by a silk pompom.

12. JAQUET: White Lilac scents the dusting powder in this ribbed satin, velvet-palmed, after-bath mitt of pale blue, which is trimmed in magenta.

13. COTY: A trio of metal compacts, Come Seven, Flying Colors, Wishbone, has rouge, powder space. Flying Colors includes a lipstick.

14. LUXOR: All Carnation items, except the large soap, are new. Lid wraps for the firm's seven scents in bath essentials are newly designed.

15. MARY DUNHILL: Bewitching cologne, first presented as an odor in the personalized series, now appears in its own special packaging.

16. MAISON JEURELLE: Flowers of Spring bubbling bath oil comes in a new dress, an apothecary-type container with flower-filled stopper.

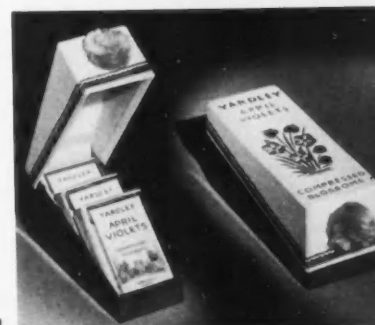
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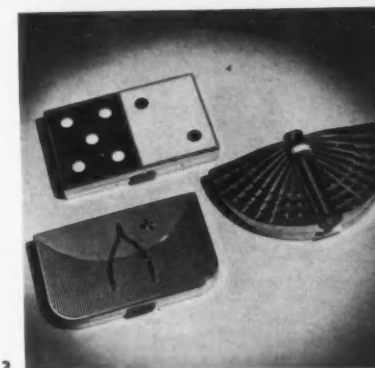
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New TOILET GOODS Review

5-Day Cream Deodorant

For those who prefer a deodorant cream, Associated Distributors, distributors of 5-Day Underarm Pads, are offering 5-Day Cream Deodorant. The new product is designed for persons who perspire excessively, hence it is described as particularly effective for normal perspirers. The cream is applied to the underarms and rubbed in until it disappears, with no time spent waiting for it to dry. It comes in a white one-ounce jar with green cap which is decorated with athletic silhouettes.

Hand Tone

A new hand lotion, Hand Tone, designed to soften, whiten and clean hands is made available by Jean Naté, distributor of bath items and originator of fric-

tion rub. Hand Tone contains approximately 15 ingredients, including lanolin, and it is perfumed with the Naté odor. It is offered in a four-ounce modernistic bottle with decalomania label and black closure. The outside box of chartreuse, white and black conforms to the firm's packaging.

Scented Handkerchief Case

A new item at Mary Chess is the handkerchief case which is filled with sachet. The case with its hand-quilted bow knot decoration is made of satin in ivory or pastel shades, the color of the lining in contrast to the cover. It comes in four scents, White Lilac, Tapestry, Gardenia or Carnation, and the odor is said to last more than a year.

Ardena Special Neck Cream

Because Elizabeth Arden believes that beauty begins at the throat, not the chin, and that wartime fashions place special emphasis on the neck, she is introducing Ardena Special Neck Cream to help relieve crepy wrinkled throat. The cream is said to be rich in oils and with an astringent action. Miss Arden suggests that the cream be smoothed into the hollows of the throat, across the back of the neck and up over the jaw line. It is to be used two or three times a week and left on over night. Ardena Special Neck Cream is available in three sizes, in the familiar pink jars of the firm.

Quickseal

A clear lacquer topcoat for nails, Quickseal, is available now from La Cross. Use of Quickseal, which is brushed over the final coat of polish, is

said to result in the polish drying quickly and in a glossy finish as well as giving the nails additional protection against peeling and breaking. It is suggested by the manufacturers that a drop placed under the nail tips will encourage polish to stay on the nails.

Double Check Clay—Beauty Box

One of the new products at Henry Bendel is Double Check Clay masque which is made of English clay and contains menthol for an astringent effect. In using the masque once or twice a week, the firm suggests that it be applied after cleansing the face and preparatory to a hot bath. It is to be left on 10 to 15 minutes, removed with warm water, then a night cream applied. The masque comes in two and four-ounce gold electroplated jars.

Among the other recently introduced products at Henri Bendel are a neck cream, one hand lotion for day and another for night. All are said to contain a high percentage of camphor.

As a means of introducing these and other beauty products, Henri Bendel has packaged one-ounce sizes in a Beauty Box which contains nine items. The box is in brown and white stripes, characteristic of the firm's packaging.

QUICKSEAL



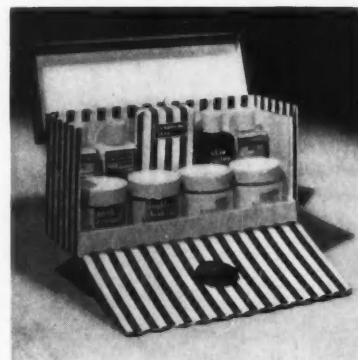
SPECIAL NECK CREAM



SCENTED CASE



BEAUTY BOX



HAND TONE



JAPAN'S VAST CAMPHOR INDUSTRY*

Wide uses of camphor and latest production figures . . . Why it is possible that Japan is manufacturing large quantities of synthetic camphor

by DR. ERNEST GUENTHER

Chief Research Chemist, Fritzsche Brothers, Inc., New York, N. Y.

THE oil distilled from the leaves has been known for quite some time and is described in Gildemeister and Hoffmann's work *The Volatile Oils*, Third Edition, Volume II, page 681.

LEAVES DISTILLED ONLY IN TOI DISTRICT

During his own investigation of camphor oil production in Japan, the writer learned that in the Toi district, for instance, the leaves are distilled only from September to November and only every third year. When the leaves are cut too frequently, the growth of the trees is seriously affected. Distillation of camphor leaves is practiced only on a small scale and in Formosa not at all. The whole matter is still in the experimental stage. In fact, the Japanese camphor oil producers seem to have little interest in leaf oil because it contains no safrol and very much camphor. As already mentioned, since the development of a synthetic camphor industry, the emphasis has shifted from the production of natural camphor to that of camphor oil with its host of valuable constituents.

FRACTIONATION OF HO-SHO OIL

As mentioned previously, the *ho-sho* or fragrant camphor tree grows wild in Formosa and has also been planted there recently on a rather large scale. The wood of the felled trees is chipped and distilled in the same manner as regular camphor wood. Ex-

portation of the crude oil, called *ho-sho* oil, is prohibited. It is worked up in Japan and the following fractions are obtained:

I.) WHITE OR LIGHT OIL.

The specifications for this oil are about the same as those for white and light oil from the main camphor tree.

II.) HO OIL.

In past years oil of ho used to be exported in two qualities.

a) Ordinary ho oil.

Specific Gravity @
15° C.: About 0.875
Optical Rotation: Around -11°
Content of Linalool: 80% to 85%.

b) Extra ho oil.

Specific Gravity @
15° C.: About 0.873
Optical Rotation: Around -13°
Content of Linalool: 90% to 95%.
Lots of own importation showed the following properties:
Specific Gravity @
15° C.: 0.870 to 0.876
Optical Rotation: -10°35' to -14°35'
Refractive Index: 1.4629 to 1.4639
Solubility: Soluble in 3.5 to 4 volumes of 60% alcohol.



Carrying down of camphor oil



Sending crude camphor oil to factory

In 1939 the Japanese monopoly decided to differentiate between the qualities of ho oil according to optical rotation, highest laevo-rotation indicating the best quality.

Oil of ho serves as starting material for the manufacture of linalool, linalyl acetate, synthetic lavender oil and synthetic bergamot oil. Considerable quantities of ho oil have been employed for adulterating lavender oil, in which it blends very well because of similar physical and chemical properties. If partly acetylated, ho oil is an even more dangerous adulterant of lavender oil. Such addition is very hard to detect by chemical means and, when skillfully executed, can easily escape detection by the average chemist who is not absolutely familiar with the scent of genuine lavender oil. Even the expert may sometimes be puzzled.

III.) CAMPHOR.

IV.) BROWN OR RED CAMPHOR OIL.

Specifications similar to those of corresponding fractions of the main camphor oil.

V.) BLUE OR GREEN CAMPHOR OIL.

Specifications similar to those of corresponding fractions of the main camphor oil.

USE OF CAMPHOR

Camphor, as such, is used very widely and in many industries:

In celluloid, a plasticizer of cellulose nitrates, photographic films and safety glassAbout 80%

In medicines for human and animal useAbout 10%
In insecticides, disinfectants, deodorants, incense, smokeless gun powder and fire worksAbout 10%

CAMPHOR OIL A BY-PRODUCT

In former years Japan was mainly interested in producing natural camphor and considered camphor oil more or less as a by-product. The development of the synthetic camphor industry outside of Japan, particularly in Europe and the United States, and the development of a new industry of aromatic isolates in Japan completely changed the picture, with the result that today Japan is more interested in producing crude camphor oil than camphor. It was chiefly to foster its new and profitable industry of aromatic isolates that Japan undertook vast reforestation of the main and the fragrant camphor trees in Formosa.

PRODUCTION FIGURES FOR 1937

It is advisable to take the year 1937 as basis for these statistics because at that time Japanese industry was not yet vitally affected by the Chinese war, and production was probably quite normal.

CAMPHOR

Formosa	3,000,000 kilos
Mainland	2,500,000 "
	5,500,000 "

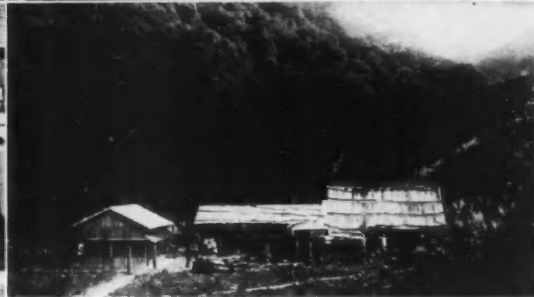
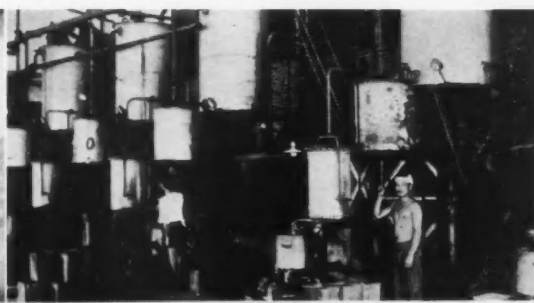
CAMPHOR OIL

White Oil

Formosa	660,000 kilos
Mainland	670,000 "
	1,330,000 "



Above: An important step—purification. How camphor is transported
Below: Two scenes showing methods of weighing the camphor at different stages



Above: Sublimated camphor
Below: Refined camphor ready for market

Above: Rectification of camphor oil
Below: A picturesque camphor laboratory

<i>Red Oil</i>	Formosa	647,000 kilos
	Mainland	723,000 "
		1,370,000 "
<i>Blue Oil</i>	Formosa	50,000 kilos
	Mainland	22,000 "
		72,000 "
<i>Ho Oil</i>	Formosa	306,000 kilos
	Mainland	22,000 "
		328,000 "
GRAND TOTAL		3,100,000 kilos

These figures seem to indicate that Japan produces considerably more camphor than camphor oil, although the ratio should be about 50:50. Therefore, it is possible that Japan is manufacturing sizable quantities of synthetic camphor.

A critical examination of the production of camphor oil with its many components shows Japan in a tremendously strong position as manufacturer and exporter of numerous synthetics. This monopoly would be vastly extended, with disastrous effect on our own Western industries, were Japan to acquire the rich Indies and Pacific possessions which produce the bulk of oils citronella, lemongrass, patchouly, cananga, eucalyptus, vetiver and many more. Already Japan controls China's production of cassia and star anise oils. All our soap, perfume, flavor and pharmaceutical industries would be forced to rely upon Japan as sole exporter of many important raw materials. Thus, the problem before us is to produce these oils in the Western Hemisphere, a difficult task which will require many years.

Most of the goods sold at a convention between 1 a. m. and 4 a. m. are never delivered because the seller and buyer do not even know each other's names.—Howard Neiman

EXPORT FIGURES FOR CAMPHOR

1936	Mainland	2,833,500 kins*	Value	5,039,365 yens
	Formosa	1,603,608 "	"	2,038,341 "
		4,437,108 "		7,077,706 "
1937	Mainland	2,466,100 "	"	4,843,122 "
	Formosa	1,185,960 "	"	2,513,963 "
		3,652,060 "	"	7,357,085 "
1938	Mainland	2,317,100 "	"	4,774,361 "
	Formosa	1,378,120 "	"	1,859,936 "
		3,695,220 "	"	6,634,297 "

* 1 kin is equal to 0.6 kilos.

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NATURAL VERSUS ARTIFICIAL FLAVORS

Flavor appreciation more acute than odor appreciation . . . Chemical identity essential to secure satisfactory imitation flavors

by H. STANLEY REDGROVE, B.Sc., F.I.C., F.C.S.

ALTHOUGH it seems pretty certain that the sensory apparatus through which we perceive flavors is the same as that whereby we perceive odors, yet the fact remains that, in the case of the majority of folk, flavor appreciation appears to be more acute than is odor appreciation. Flavor defects are difficult for the manufacturer to get away with, and "faked" flavors are more easily detected than are "faked" odors.

I do not know the reason for this.

It may to some extent be due to training and experience. Folk are more accustomed to tasting things than they are to smelling them, unless, perchance, they are chemists. The chemist has formed a life-long habit of smelling everything like a dog. Moreover, it is possible to train folk to like a "faked" flavor better than a genuine one. In my own country, many folk more easily recognize vanillin mixed with a generous proportion of coumarin as the "vanilla" flavor than they do vanilla itself!

FEW FLAVOR MATERIALS INSIPID

There is another, and perhaps additional, reason. Few flavoring materials are perfectly insipid; and, when anything is judged for its flavor, sensations of taste (properly so-called) also arise. Flavor A may be so very like flavor B as to be indistinguishable could they be experienced in, so to speak, a state of purity. But they cannot. Taste sensations are experiences at the same time. And if the tastes differ, the flavors may be pronounced different, since it requires considerable mental effort to disentangle one from the other.

This is one reason why the task of fabricating satisfactory synthetic flavors is more difficult than

that of fabricating synthetic perfumes. A flavoring essence to appeal must be like—very like, indeed—a natural flavor. This is not the case with perfumes. Apart from floral perfumes, there are a vast number of odors devised by the skill of perfumers which appeal to our noses, although they recall the aroma of no pleasantly scented natural object whatever.

NOVEL FLAVORS GENERALLY NOT POPULAR

Very few instances, indeed, can be given of really "novel" flavors which have won public approval. Hence the job of the flavor essence manufacturer is almost entirely that of copying nature.

The gamut of flavors which do appeal, however, is very extended; but, generally speaking, appreciation is conditioned by the taste-background. Some flavors, like those of cheese, game, onions, garlic, and so on, are not generally liked when experienced in a state of "purity," that is to say, as odors.

IMITATION SPICE AND HERB FLAVORS

The manufacturer of artificial flavors has, in the past, concerned himself mainly with fruit flavors. Usually speaking there has been no commercial incentive to the artificial reproduction of the flavors of herbs and spices, owing to the relative abundance and cheapness of the natural materials. The spread of the war may, however, lead to certain shortages, and the imitation of certain spicy flavors become necessary. The task should not prove very difficult, as there is a mass of valuable information concerning the composition of the essential oils of spices, to which of course, their characteristic flavors are due.

The alliaceous group of flavors are deserving of

SUBSTITUTES FOR NATURAL FLORAL ESSENCES

The growing scarcity of natural floral essences emphasizes the value of high quality substitutes

THE international situation is serving to emphasize the fact that there are countless places where synthetic floral essences can replace the natural floral products with a great deal of satisfaction and marked success.

The ingenuity of American chemists is demonstrated by the fact that American made creations not only reproduce the fragrance of the living flowers with marked fidelity and that they may be employed with complete success but that they are also *preferred* in many instances because of the uniformity in quality which they assure to say nothing of the economies they make possible.

If you find difficulty in obtaining any natural floral product write to us for a substitute. All we ask is that you give it a trial.

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more attention. During the onion-shortage which occurred in Great Britain in 1940, a number of artificial onion flavoring essences made their appearance. None that I examined struck me as being really satisfactory.

ARTIFICIAL MEAT FLAVORS

In the years prior to the war, the butter flavor and the meat flavor were both the subjects of investigation. The characteristic butter flavor was traced to the presence in butter of minute quantities of diacetyl, and this chemical, synthetically prepared, when incorporated in correct proportions, vastly improves the flavor of margarine. Artificial meat flavors can be built up by the use of mono-sodium glutamate. Since the war started, I have personally devised a composition by means of which a meatless dish composed primarily of haricot beans can be given a flavor exactly resembling that of stewed steak. Unfortunately, however, this does not represent a commercial proposition, as the essential chemical is no longer obtainable in Great Britain; but I have enough to meet personal needs for a considerable period.

SCIENTIFIC LITERATURE IS MEAGRE

In the case of fruit flavors, one cannot fail to be impressed by the paucity and, in general, poor quality of the literature on the subject. The citrus fruits excepted, there is very little information available concerning the composition of the essential oils responsible for the fruit flavors which so much delight us. The composition of the essential oils of apples and peaches has, it is true, been pretty completely studied, and something is known in the case of bananas and grapes. That, it may be said, is all. The reason may be that the citrus fruits alone give other than microscopic yields of essential oil, hence analytical examination is extremely difficult. Nevertheless, as already indicated, it has been achieved in the case of apples and peaches. Why not in the case of other fruits? Blackcurrants, for example, are extremely rich in aromatic material, and this can also be extracted from blackcurrant leaves. There was a research on this question in progress in France when the war broke

out. Probably it has not been brought to a conclusion. I do not know.

It may be asked whether it is essential to know the chemical composition of a natural flavoring material in order to build up an artificial substitute. Obviously not; otherwise there would be very few artificial flavors on the market. But the knowledge is a great help.

CHEMICAL IDENTITY ESSENTIAL

There are plenty of substances which smell like each other without being chemically identical or even related. Almost innumerable instances could be adduced from perfumery, and some of these substances have won important positions in the flavoring essence industry. *gamma*-Undecalactone has a peach-like odor, and is a most usual constituent of synthetic peach essences, although peaches themselves contain no trace of it. Strawberries probably contain no ethyl methyl-phenyl glycidate; but this chemical does enable a good reproduction of the strawberry flavor to be produced. On the other hand, the wisdom of using such materials as chloroform and ethyl nitrate, sometimes met with in formulae books, which are so totally alien in character from any constituent likely to be found in a natural flavoring product, may seriously be questioned.

In perfumery, it was a universally accepted maxim until quite recently that no synthetic perfume designed to imitate the odor of a flower could possibly be perfect unless it contained a suitable proportion of aromatic material extracted from floral sources, preferably, when this was possible, as in many cases it was not, from the flower whose odor it was desired to imitate.

PURELY SYNTHETIC FLAVORS UNSATISFACTORY

A similar maxim holds good in relation to flavoring essences. Purely synthetic products are not, usually, at all satisfactory.

But in perfumery the maxim broke down shortly before the outbreak of the war. An artificial jasmine compound was placed on the market which smelt exactly like the real thing, and this was followed by a similarly perfect reproduction of the

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violet odor. The reason why these compositions smelt so correct was just because their chemical composition was so correct. The jasmone of jasmine, which hitherto was missing from all artificial reproductions, has been at last synthesized, while the essential odorous constituent of violet oil—parmanthone—for long falsely surmised to be ionone, met with a similar fate.

Hence, it does not seem unreasonable to consider that perfect synthetic reproductions of natural flavors will only be achieved when the exact chemical compositions of the natural flavoring materials have been discovered. It will then become possible to create real *synthetic* reproductions, rather than merely artificial imitations.

F.E.M.A. Convention

WITH its usual enterprise, the Flavoring Extract Manufacturers' Association is fast completing plans for the record three day convention to be held at the Hotel Pennsylvania, New York, N. Y., May 18, 19 and 20.

On the first day there will be twelve 5 minute speakers on all items relating to the industry with ample time for discussion. In the morning of the second day, speakers from Washington departments will advise members of latest developments, and in the afternoon golf will be enjoyed at the Garden City Country Club. On the final day the alcohol tax, research, substitute solvents and other vital topics will be considered. In addition to a very interesting entertainment program, a personally conducted visit through the largest hotel kitchen and bakery has been arranged. Weather permitting, a trip to Brooklyn's Botanical Gardens has been arranged.

Members who have not already done so are asked to make their reservations through E. L. Brendlinger, Norristown, Penna.

Bourbon Vanilla Beans

THE future of the Bourbon vanilla bean market rests entirely on developments in the war. Since Madagascar has been taken over by the British it may be possible to get replacements. If civilian forces remain under the control of the Vichy government there will be little chance of securing fresh goods. In any case, it would be many months before additional shipments could reach the United States. Unsold stocks of Bourbon beans in the hands of dealers have been considerably reduced and quotations at the close were entirely nominal.

California Flavor Meeting

THE members of the Flavoring Extract Manufacturers' Assn. of California had a special guest speaker at their dinner-meeting at Lindy's, Los Angeles, on the night of April 23. He was H. R. Greatwood, who had been in the oil business in the Far East for years and told a fascinating story

vanilla beans

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about China. Harvey Neil of Neil Flavor Laboratory, Los Angeles, was appointed chairman of a committee on standards. President C. E. Marston, Jr., presided.

Hand Stain Remover for Chemists

THE detergent, solvent and other beneficial qualities of glycerine are utilized in the following chemical stain remover recommended by *Photo Art Monthly*. Suggested especially for photographer's hands, this preparation is, obviously, of value also to other workers with chemicals.

Water	8 oz.
Soap powder (a good grade)	4 oz.
Silica (150 mesh)	1/2 oz.
Pumice flour	1/4 oz.
Chlorox	1 dr.
Glycerine	1 oz.
Rubbing alcohol	1 oz.

Heat the soap in the water until dissolved, and add the abrasives. When cool add the Chlorox (or the like), the glycerine and alcohol. Bottle and use in the same way as any liquid soap on well-wetted hands.

This preparation is said to remove most chemical stains that result from dark-room procedures. Acid stains, it is pointed out, are really not stains, but burns and these require time for their eradication.



THE perfume chemist had learned to depend on orris concrete. He knew what it could do for a compound.

TRUE, it was expensive and it contained 85% completely odorless myristic acid. But nothing could take its place in his formulas.

TODAY there is no more orris concrete reaching the perfumer from the hot fields of Tuscany. His formulas will have to be changed.

**His compound need not suffer however, for he can substitute with
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This is an eminently successful synthesis of the natural, but without the 85% odorless ballast and thus its strength approximates that of the tenfold liquid orris.

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USE OF SOLVENTS FOR HAND CLEANSERS

Some now being used are toxic . . . Danger in safe solvents . . . Timely discussion by Paul I. Smith of chief solvents available for this purpose

THE increasing use of solvents for various hand cleaning preparations destined for factory workers is worthy of special mention as some of the solvents now being used are distinctly toxic and have, therefore, to be used with the greatest care. A fairly common solvent additive is cyclohexanol. This is generally considered to be more toxic than cyclohexane and should not be present in soap solutions in excess of 10 per cent by volume. The same remark applies to methylcyclohexanol. Cyclohexanone and methylcyclohexanone are very much safer solvents as no toxic effects have been reported and the latter solvent is, in fact, referred to generally as a non-toxicity varnish remover. Solvents of the glycol group, particularly ethylene glycol mono-n-butyl ether, are being used to a growing extent for industrial grease and dirt removers as is quite generally known.

TOXICITY

Evidence of toxicity is not conclusive, but butyl collosolve has a very low surface tension with a comparatively high lipid partition coefficient. It should be noted that butyl collosolve is miscible with an equal volume of water. Cases of poisoning by skin absorption have been noted for wood spirit or methyl alcohol. According to the Report of the British Medical Research Council, Industrial Health Research Board on the Toxicity of Industrial Solvents, one investigator reported two cases of amblyopia in women due to washing their hands and bathing their heads with methyl alcohol. Dealing briefly with the chlorinated solvents, such as carbon tetrachloride; dichloroethylene (dielene); trichloroethylene; tetrachloroethane; perchloroethylene; dichlorohydrin and monochlorobenzene, the

first named chlorinated solvent is generally regarded as a relatively harmless compound, but cumulative evidence goes to show that when handled carelessly it can, by reason of its marked solvent action on the skin lipoids, prove dangerous.

DICHLOROETHYLENE

Dichloroethylene, well known as a so-called safe dry cleaning agent is three times as toxic as trichloroethylene and carbon tetrachloride and ten to twelve times as toxic as pentachloroethane and perchloroethylene. These figures were given by Lehmann in his classic investigations in 1911 but have since been questioned by more recent workers, for instance, Genevois (1936) claims that dichloroethylene is less toxic than trichloroethylene and far less toxic than perchloroethylene. Trichloroethylene is now being extensively employed as a constituent of special cleansing soap solutions and can be recommended for this purpose provided it is not present in too high percentage which may cause too drastic a solvent action on the skin lipoids and so lower the resistance of the skin to conditions of excessive temperature, moisture, etc. Trichloroethylene is slightly more toxic than carbon tetrachloride and, in fact, midway between chloroform and carbon tetrachloride.

TETRACHLOROETHANE

Tetrachloroethane is a somewhat difficult solvent to handle, unless it is carefully neutralized before use, owing to its corrosive action on metals and the fact that it breaks down in the presence of moisture liberating hydrochloric acid. Toxic effects can be produced by the absorption of this solvent through the skin. Perchloroethylene is used in France and



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Germany as a constituent of solvent soaps with apparently good results, Zangger, Arch. Gewerbe-path Gewerbehyg. 1. 77. 1930, points out that such soaps must not be used hot as there is a real risk of intoxication caused by the rapid evaporation of the perchloroethylene. The other chlorinated solvents are not of great importance to soap manufacturers at the moment. Tetrahydronaphthalene (Tetralin) and decahydronaphthalene (Dekalin) are of interest to soapers, as is also a mixture of these two solvents known as "Tetralin extra." The toxic effects are stated by the authorities to be slight although prolonged exposure to even small concentrations of solvent vapor can produce urinary trouble. According to Koelsch, Hb. soz. Hyg., 2. 390, 1926, the vapors of tetralin produce a slight stupor, headache, nausea and vomiting, and conjunctival and throat irritation, with sneezing and cough. Coal tar solvent naphtha and petroleum distillates are, of course, common additives to soap solutions and pastes, etc. They are solvents possessing very definite toxic properties and must be handled with the greatest care. Solvent naphtha is less toxic than benzole, toluole or xylol, but inhalation for any prolonged period causes both nervous and digestive symptoms whilst skin absorption also produces specialized toxic effects.

DANGER IN SAFE SOLVENTS

The point to remember in connection with all these various solvents is that many of them, even those commonly known as safe, are powerful solvents of the skin fatty substances and by removing or reducing the lipoids they reduce the resistance of the skin to heat, cold, etc., thus paving the way to dangerous symptoms. In addition, the solvent may, as is the case with some of the chlorinated solvents, be absorbed into the blood stream and cause a disturbance of the leucocyte-lymphocyte ratio. There is also the effect of solvent inhalation to take into consideration, such effect being exaggerated by the use of hot soap solutions. In many cases, clearly defined nervous symptoms are produced by inhalation of vapor. It will thus be appreciated that in all cases these special solvents must be used with the greatest care, preferably in emulsions or pastes not exceeding 10 per cent by volume. The above remarks re. toxicity, although referring specifically to the effect of the solvents on the user of the soap solution, apply with even greater force to the operatives manufacturing the preparations in the factory.

Notes and Comments

Derelict Equipment—A good deal of what might be considered derelict equipment is now being pressed into use owing to the demands on plant manufacturers by the intense armament program. It is of interest, therefore, to consider ways and means of preparing old machines, particularly large kettles for re-service. Rusted kettles may be cleaned by first removing all superficial and loose rust with

a stiff steel brush. After this the kettle should be filled with water, heated nearly to boiling and sulphuric acid added to give a final concentration of 3-4 per cent. The walls and bottom of the vessel are then scrubbed while the dilute acid is in contact with them. The acid is then drawn off, the vessel is boiled up twice with fresh water, and then once with a dilute soda solution to neutralize any traces of acid. This method of restoration is much more efficient than any simple mechanical method. Some types of iron plant which have become rusted and unfit for use may after cleaning be protected by means of a deposition of synthetic resin or sprayed with metal, such as aluminium or one of its alloys, etc., by means of the metal powder pistol.

Adding Dyes to Soaps—The addition of dyes to soaps often presents some rather tricky problems owing to the difficulty of dispersing the dye evenly throughout the body of the soap. A practical suggestion is to add 0.5 per cent sulphonated castor oil on the weight of color to the dye solution before adding it to the soap. The dye should always be dissolved in soft water in enamelled vessels and carefully sieved before use as the presence of tiny specks or undissolved dye in the soap is sufficient to render it off grade or inferior. Care must be taken to see that dyes are chosen which do not precipitate out at low temperatures. Thus some dyes dissolve freely in boiling water but separate out at 15 deg. C.

War To End War?

THOSE of us who are old enough to remember World War I recall how much was said about it being The War to End All Wars.

Today we have a different slogan, but a similar idea.

I am not a pacifist. I believe in concentrating every energy we have on winning this war. But even now I can't help but wonder what the world will be like after the war is over. It looks to me as though there will have to be many changes in millions of human hearts if we are going to avoid future wars.

War seeds are lying all about us, just awaiting a time favorable for development. Some business men still think more of financial profit than of service rendered. Some labor leaders think in terms of personal power and aggrandizement. Some United States Senators show by their public utterances such narrow prejudices one wonders how they can contribute to the wise solution of our problems. Demagogues in high places are still trying to set class against class. Blocs of all kinds are willing to sacrifice the welfare of the country as a whole to accomplish their own selfish purposes. These are all ugly seeds of war—local, national and international.

The antidote was offered nineteen hundred years ago. It is—DO UNTO OTHERS AS YE WOULD THAT THEY DO UNTO YOU.

Why don't we give the antidote a real trial?—*Ralph R. Patch.*

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AMONG OUR FRIENDS

► Dr. Dan Dahle, former acting chief of the Cosmetics and Toiletries division of the Food and Drug Administration,



Dr. Dan Dahle

has been appointed acting chief of the Toiletries & Cosmetic section of the WPB, taking the place of K. D. Caldwell, who has resigned to return to his position as advertising manager for Max Factor, Inc., Los Angeles, Cal. Dr. Dahle was born in Sweden where he was educated. He took his degree as chemical engineer, at the University of Gothenburg, Sweden, and also studied at the Chalmers Institute of Technology. His masters and PhD degrees were secured at the American University in Washington, D. C., in 1936. Dr. Dahle came to this country in 1920 and has been with the Food and Drug Administration since 1928. Prior to that he was assistant state chemist of Florida. For the past nine years he has been in Washington.

With him, cosmetics have been a hobby for years, one of his first jobs being to devise formulas for a beauty parlor conducted by a friend. His interest continued and his laboratory and other research work as well as his many contacts with the industry have given him a splendid insight into the needs and requirements of the cosmetic business.

► Lawrence H. Flett, chemist with the Buffalo plant of the National Aniline Division of the Allied Chemical & Dye Corp., has been selected as the 1942 recipient of the Jacob F. Schoellkopf gold medal presented annually by the Western New York Section of the American Chemical Society for his work on detergents. It is awarded for accomplishment constituting a major advance in science and embodying the spirit of research in industry. Mr. Flett's discoveries in connection with detergents come at a time when the soap-manufacturing industry is confronted with curtailed imports of coconut oils and with wartime demands on supplies of tallow and grease. The chemical process developed by Mr. Flett in producing these detergents starts with petroleum, of which the United States has a plentiful supply. His work is in the field of detergents of the "higher alkylarylsulfonate type"

and their application. A native of Melrose, Mass., Mr. Flett was a student at the Massachusetts Institute of Technology shortly before the United States entered World War I. He joined Allied Chemical following graduation.

► C. S. Gage, vice president, Lenthéric, Inc., New York, N. Y., has been loaned by his company for the duration of the war to the Federal Government for an important mission in the government service. He left May 1 for England and Iceland.

► J. J. Cosin, formerly proprietor of the Cosin Co., powder puff manufacturers, is now directing the destinies of Allvue Container, Inc., division of the Rapid Cutting Co., Inc.

► F. L. Craddock who is well known to readers of this journal for his long association as president of the Mixing Equipment Co., Rochester, New York, has been appointed sales manager of the Mixing & Process Equipment Division of Edge Moor Iron Works, Inc., Edge Moor, Delaware.

► Dr. Randolph T. Major, director of research of Merck & Co., Inc., Rahway, N. J., has been appointed to the Graduate Council of Princeton University. Dr. Major's appointment was announced by the Board of Trustees, and as chairman of the Advisory Council to the Department of Chemistry he will represent his group in the Graduate Council deliberations.

► Maurice A. Meunier, formerly perfumer for Colgate-Palmolive-Peet Co., Jersey City, N. J., has been appointed



Maurice Meunier

perfumer for Les Parfums de Dana, Inc. Mr. Meunier was graduated from the Sorbonne and Chemical Institute of Paris, France, in 1923. Two years later he joined Houbigant, SA, in Paris and was later sent to New York to work for Cheramy, Inc., a subsidiary. In 1928 he became associated with the Colgate-Palmolive-Peet Co. which position he held up to May 1. His many friends wish him much success in his new position.

► Ole Salthe, consultant for the Food and Drug Administration for years, has become executive secretary of Nutrition

Foundation, Inc., an organization sponsored by 15 food manufacturers to promote public health. Offices are in the Chrysler building, New York, N. Y.

► John Kiehl, who has been appointed perfumer for the Colgate-Palmolive-Peet Co., Jersey City, N. J., brings to his task a wealth of experience in the essential oil and aromatic chemical industries. He is the son of the late John Kiehl, a well-established pharmacist of the old school, who believed that a good prescription business was preferable to a large lunch counter trade in chow mein. After completing his education, he joined the essential oil house of Compagnie Duval with which he continued for eight years. Subsequently, he was with P. R. Dreyer, Inc., for two years until 1934 when he joined the Colgate-Palmolive-Peet Co. as a perfumer in the research and development department. The new appointment as head perfumer of this division makes Mr. Kiehl responsible for the development of perfume and flavor oils for the company and its subsidiaries. Mr. Kiehl has resided in Leonia, N. J., for the past 20 years where he indulges in his hobbies of photography and gardening. He is married and has one son.



John Kiehl

► Dr. Samuel Isermann, founder of Van Dyk & Co., has come out of his retirement in Tucson, Ariz., to answer his country's call for advice and information on subjects on which he has long been regarded as an authority. At present he is commuting between Jersey City and Washington, D. C. Mrs. Isermann is with him. Since his retirement Dr. Isermann has done research work and a little writing in his field.

► Capt. Adolph G. Rosengarten, Jr., of Philadelphia, has resigned as director of Merck & Co., Inc., Rahway, N. J., because of his duties with the Army, and is succeeded by his uncle, J. G. Rosengarten, Jr. J. G. Rosengarten, Jr., who returns to the board of directors of Merck & Co., Inc., is the brother of Frederic Rosengarten, chairman of the board, and the grandson of George D. Rosengarten, who founded the chemical and drug business which dates back to 1818.

► Homer E. Fritsch, formerly assistant to the president of Parke, Davis & Co., Detroit, Mich., has been appointed general manager.

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Liquid Concrete of Moss (English)



Specialties M CO:

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GRASSE



LONDON



PARIS

► Dr. Ivor Griffith has been reelected president of the Philadelphia College of Pharmacy and Science.

► Rene H. Bourguet, only son of Camille Bourguet, first vice president and active head of Lautier Fils, Inc., New York, N. Y., was graduated from the Massachusetts Institute of Technology during the first week in May with the degree of Bachelor of Science in Chemistry. Mr. and Mrs. Camille Bourguet attended the commencement exercises in Boston.



Rene H. Bourguet

During his college career Mr. Bourguet took an active interest in student affairs. He is a member of the International Club of Boston and the American Chemical Society. While in college he did research work in aromatic chemistry under Dr. Thompson of the Institute. Young Mr. Bourguet plans to engage in war work for the U. S. Rubber Co.

► Dennis L. McCarthy became the 32d member of the Twenty-five year Club of George Lueders & Co., New York, N. Y., on May 2. In honor of the occasion he was presented with a gold watch suitably inscribed and the 25-year gold pin by Frederick Lueders, president of the company. Later at a banquet in his honor his associates in the company presented him with a radio victrola, the presentation being made by F. M. Cordero.

► Walter L. Bomer, vice-president in charge of foreign sales for the Bristol-Myers Co., Hillside, N. J., has been elected to the board of directors of the company. He joined the organization as an office boy in 1905, rising through various positions as the years went by. While still in the financial department with William M. Bristol, Sr., he began to develop the foreign sales department of the company. This took him to nearly all parts of the world. He is a member of 13 trade and fraternal organizations.



Walter L. Bomer

► Lloyd Fischbeck of P. R. Dreyer, Inc., New York, N. Y., is receiving the congratulations of a host of friends on the

arrival of Charles Lee Fischbeck, April 20, at the Orange Memorial Hospital, Orange, N. J. The little fellow weighed 8 pounds 13 ounces at birth and the latest reports are that he and his mother are doing very well. Lloyd Fischbeck is the son of Charles Fischbeck, vice president of P. R. Dreyer, Inc., who is one of the best known men in the essential oil industry.

► Maurice Babani, well-known perfumer, is vacationing at Palm Beach, Fla.

► Frank Spitaleri, perfumer for the Felton Chemical Co., delivered a talk on "Organic Chemistry In The Perfume Field" before a large group of the Cooper Union Alumni Association, April 6. The talk was most interesting and instructive.

► Walter A. Benz of Strohmeier & Arpe, New York, N. Y., has been elected president of the Olive Oil Assn. of America.

► Hugo Mock, counsel for the Toilet Goods Assn., George Gardner, executive vice president of the Druggists Supply Corp. and William F. Murtha, cosmetic buyer for Bloomingdale's, were guests of honor at the annual dinner of the Drugs and Cosmetics Division of the United Jewish Appeal, at the Hotel Pennsylvania, New York, N. Y., May 7.

► Manning O'Connor has been elected vice president in charge of the toilet goods division of the Colgate-Palmolive-Peet Co., Jersey City, N. J. He has been in charge of sales and merchandise of the division since 1935.

► Miss Mary Shepherd, Jr., daughter of Mrs. Mary Imogene Shepherd has joined the organization of Mary Imogene Shepherd, Ltd., 31 North State Street, Chicago, Illinois, as vice president. Miss Shepherd is a graduate pharmacist and recently completed her education.

► Georges Acuna introduced a discussion of the Rational Industrialization of Central American and Panama at a Round Table Conference of the Latin America Economic Institute at the Hotel Roosevelt, New York City, on the evening of May 7.

► Clarence E. Clark, son of the late Samuel H. Clark, has been elected-president of Whittaker, Clark & Daniels, Inc., New York, N. Y. He has been with the company 15 years.

► Roy V. Schaub, vice president and merchandise manager of the Brunswick Drug Co., Los Angeles, has returned

from a six weeks business study and buying trip which took him to New York and other important eastern centers and to Chicago.

► W. S. Busslinger, technical and commercial delegate of Chuit, Naef & Co., Firmenich & Co., Succ. Geneva (Switzerland), who has traveled widely in Europe, Asia, Africa and Australia for several years on behalf of his company, is now on tour in South America.



W. S. Busslinger

Traveling during wartime, he reports, has become extremely difficult and often people coming from far away, are regarded as forming part of the fifth column or as spies. In January, 1940, traveling between Constantinople and Bagdad, he was taken out of the train in Alep (Syria) where the French Intelligence Service pretended that he was an enemy traveling with a false passport. In a little town in Karachi, in order to please a Hindu client who was in the committee of the local Hindu school, he went to see a sport meeting on a Sunday afternoon. However, he had the bad luck to appear as a white man in the middle of the Hindu committee. As a result the next morning, the secret police got interested in the case. Toward the end of last year in Italy, the Fascist police found that his Italian visa was not authentic, and apparently were right, because he landed between two policemen in Yugoslavia without any Yugoslavian visa. For four weeks he was interned in a little town, and even after that had to find his way to Switzerland via Germany since the Italian authorities could not give him a transit visa.

► Dr. A. Bierig, owner of the Chelbie Laboratories, Los Angeles, cosmetic firm, has entered the United States Army as a commissioned officer in the chemical warfare department.

► Harold E. Moore, vice president and general sales manager, and Roy G. Redmond, secretary, Brunswick Drug Co., Los Angeles, are making a tour of the manufacturing centers of the East and Middle West for the purpose of studying conditions in the drug and allied merchandise fields for the benefit of their trade.

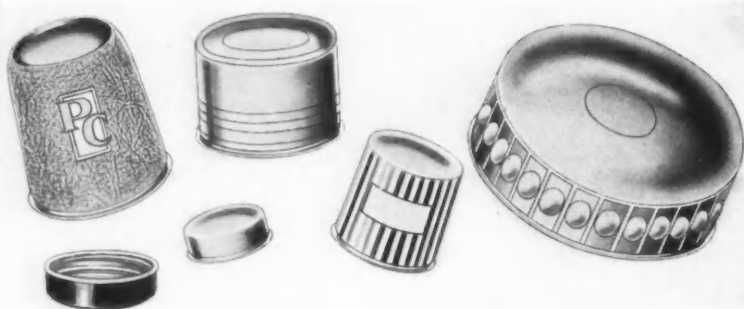
► Richard P. Swartz has been elected president of the Crown Can Co., Baltimore, Md.

New Products and Processes

New Peabody coiled cap is made of spirally wound paper

A startling innovation in closure construction seems to have been produced by the originator of the new Peabody coiled cap. This new closure, it is

papers are processed to resist any content of package desired. The liner, of any usual material is locked in the flanged portion of the ring which fur-



Types of new paper closures processed to resist contents of containers

pointed out, is made entirely of paper with the exception of a very thin band of metal which acts as the threaded portion and, at the same time, furnishes perfect stability to the whole. The method of fabrication consists in the spiral winding of three or more layers of suitable paper material around the supporting skeleton with a solid, cross grained, chip board disc forming the top or cover section. Colored, lithographed and embossed papers furnish the outside decorations and these

nishes the stability necessary for perfect sealing. The new cap is to be produced in all sizes, depths and special shapes required and special caps equipped with holders for applicators will be furnished. A cap composed completely of paper for special purposes will be introduced. The originator of this new cap estimates that more than sixty millions of pounds of tin plate and plastic materials will be, with no inconvenience at all, diverted to defense purposes.

Midget hot liquid pump

A newly designed and engineered Midget Hot Liquid Pump is announced by the Eastern Engineering Co. It is intended for use in industrial, pilot plant, laboratory and experimental applications where thin liquids at temperatures up to 500° F. are to be handled.

Heating and cooling equipment

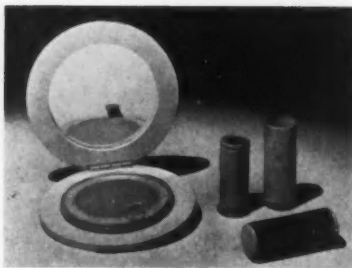
A continuous, closed type of heat transfer mechanism for liquids and viscous materials is afforded by the Votator offered by the Girdler Corp. The unique basic features claimed for the Votator are continuous operation under pressure in a closed system, and very rapid rate of heat transfer as a result of the high ratio of heat transfer surface to volume of material. The unit may be used to make a uniform mixture or to emulsify a mixture of products while the temperature is being changed. Numerous experimental and pilot plant tests demonstrate, it is stated, the equal efficiency of this continuous, closed unit for heating, cooling and mixing many types of liquids and

viscous materials. Further information about the Votator will be sent to any one interested.

Paper vanity cases

A priority proof lipstick container made of paper fortified by lacquer with a vegetable ivory cap is announced by the F. N. Burt Co. The new container is attractive in appearance and the possibilities of decoration are limited only by the available fancy papers.

The company has also designed some clever compact cases from paper. The diameter of the vanity case is 3½ inches and the maximum thickness is



Vanity case and lipstick holders

½ inch tapering down to about ¼ inch at the edges. Provision is made for loose powder and a mirror is included on the opposite half of the container when opened. The containers are attractive, light in weight and are well made. The possibilities for decoration appear to be unlimited. Full details may be had on application.

Photoelectric blackout control

The Photoswitch photoelectric blackout control offered by Photoswitch, Inc., affords an economical, reliable and foolproof method for permitting illuminated store window displays and outdoor signs to remain in operation in districts where blackout regulations are in effect. Full details will be sent to any one interested.

Cellulose flexible tubes

Flexible tubes of cellulose with plastic closures joined to the body of the tube by means of a ring lock device are announced by the Package and Container Corp. The tubes may be had in any color, opaque or transparent and may be lithographed it is stated. They are available for products which do not come under the ban of WPB regarding the use of cellulose for containers.

Announcements

Evans Chemetics, Inc., chemists

Ralph L. Evans Associates, the research division of Evans Chemetics, Inc., has added six chemists to its staff; they are: Walter W. Edman, B.Ch.E., Cooper Union, for the past two years with the M. W. Kellogg Co., and for six years prior thereto, with the Colgate-Palmolive-Peet Co.; Evelyn Klibaner, A.B., Hunter College, formerly in the laboratory of the General Dye-stuff Corp.; Fred Linsker, University of Vienna, pharmaceutical and X-Ray specialist; Mildred Mellor, A.B., Hunter College, formerly in the laboratory of Cheney Bros. Silk Co.; Carl Seybold, B.S., Marysville, formerly with the Trojan Powder Co., division of the DuPont Co., and John Ross, for a number of years with the Max Factor Co., and recently with Ponds Extract Co.

Evans Chemetics, Inc., manufactures chemical specialities and private-label proprietary preparations.

Chemicals

Seydel fine chemical products with brief descriptions of their properties and applications are adequately described in a 20-page booklet which will be sent to anyone interested by the Seydel Chemical Co.

An editor philosophizes

Smoke Rings From an Editor's Pipe is the subject of an entertaining brochure by Howard S. Neiman. Trade Mark editor for years of THE AMERICAN PERFUMER, which has been published by the author. The booklet is made up of interesting and entertaining philosophy gleaned from a life time of experience and mellowed by the perspective of a kind personality.

Priorities instructions

Priorities Instructions of the Army and Navy Munitions Board, Washington, D. C., are contained in a 32 page pamphlet adequately indexed which may be had by any one interested by writing to the Board.

Testing in modern industry

Testing in Modern Industry is the subject of a booklet issued by the United States Testing Co., Inc., which may be had for the asking. The booklet features conversion tables and specification standards for chemicals and other materials.

Merck Institute

The Merck Institute for Therapeutic Research is the subject of an exceptionally informative and interesting brochure of 48 pages attractively bound in heavy paper covers, which has been issued by Merck & Co., Rahway, N. J. The organization, the administration, the research activities, the personnel and other incidental data including the publications of the Institute, are set forth in the brochure. It is superbly illustrated and gives an excellent idea of the highly important scientific work that is undertaken by the Institute.

Wins packaging awards

Three prizes in the All-American Packaging competition were won by the Carr-Lowrey Glass Co., Baltimore, Md., this year. Two of these were in the toilet preparations field; the Old South toiletries line of the Old South Perfumers, which is illustrated, and also the Tawn

lotion containers made by McKesson & Robbins. The third award, while it was not in the toiletries field, was of interest because of the attractive bottle of one of the leading ink companies.

Resale price maintenance

Resale price maintenance by means of fair trade laws enforced April 1, 1942, is the subject of a brochure of statistics and general information about the present status of all laws permitting the specifications of resale prices on trade-marked goods. The brochure contains 36 pages and is bound in heavy paper covers. It includes a directory telling where fair trade laws of each state may be found; a tabulated digest of all salient features; a classification by subject of court decisions interpreting the divisions of the Federal and State laws enacted since 1931. Over 20 pages are devoted to the principles established by court decisions and constitute a section likely to be of great value, as decisions of all the courts are analyzed. The brochure is published by the American Fair Trade Council, Inc., and is sold for \$1.00.

Books to Aid You

COLLECTIVE BARGAINING CONTRACTS. 6½x9 in., 734 pages, cloth covers. Prepared by staff of Labor Relations Reporter. Bureau of National Affairs, Inc., 1941. Price, \$7.50.

This useful handbook is designed to meet the practical needs of employers and employees by advice from successful negotiators on both sides of the conference table and by many contract clauses taken from current agreements classified to show how problems have been settled. A section is devoted to techniques in collective bargaining which is most suggestive. Prof. Sumner H. Slichter of Harvard in a chapter on "Good Bargains and Bad Bargains" explains the economic

setting of the problems before negotiators. First aid and long range methods used in healing labor controversies are set forth by Dr. John R. Steelman, director of the U. S. Conciliation Service. The second section is the heart of the book. The Contract Clause Finder, as it is called, shows what other employers and unions have done about the demands and counter demands which make up the substance of collective bargaining. There are about 2,000 clauses, classified and explained; and they serve as models. A third section consists of working models of complete agreements. The foreword is by William H. Davis, chairman of the National Defense Mediation Board.

STANDARDIZED PLANT NAMES. Second edition. Harlan P. Kelsey and William A. Dayton. 8x9¼ in., 677 pages, cloth covers. J. Horace McFarland Co., 1942. Price, \$10.50.

This useful, authoritative work prepared for the American Joint Committee on Horticultural Nomenclature contains a revised and enlarged listing of approved scientific and common names of plants and plant products in American commerce or use and serves to bring intelligent order out of the chaos in names of plants and plant products existing all over the world. It contains 62 special plant lists and more than 90,000 standard common and scientific names. The new edition features the accepted pronunciation of all plant names, the approved scientific and standard common names, variety names of important plant groups and important reference information on such lists as poisonous plants, state flowers and trees, drug plants, range plants and plants of significant economic use. There were over 200 collaborators in this book drawn from the United States Department of Agriculture and its bureaus and numerous leading scientific institutions and universities. All of the special lists are in alphabetical order. Among the lists of especial interest to the allied trades are poisonous plants, important economic plants and plant patents. Taken as a whole it is an outstanding work, accurately and skillfully compiled and arranged so as to be of utmost practical service to scientists, pharmacists, nurserymen and others whose interests are related to plants and plant products.



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NEWS FROM WASHINGTON

by ARNOLD KRUCKMAN, *Washington Correspondent*

No more burdens than necessary on cosmetics

Under C. A. Willard, as acting chief of the Toiletries and Cosmetics Branch of WPB, there is distinctly no intention to place any more burdens on the industry than are inseparable from the all-over tightening due to war. The present policy of WPB is to give the industry as much latitude in manufacturing and merchandising as is consistent with prosecution of the war. This decisively positive philosophy obviously means that there will be no major interference with the business, notwithstanding other announcements to the contrary. Naturally some materials have been curtailed and it is only logical to anticipate that there will be more curtailments and restrictions, the longer the war continues.

Cosmetics value "sold" to those who run war

The whole industry inevitably will be affected by the OPA Price Ceiling regulations. But it is reasonable to state that the cosmetics and toiletries industries will in all likelihood suffer less actual deprivation in any sense than almost any industry of similar size. The situation is chiefly due to the fact that its affairs in WPB are supervised by men who understand the industry and who are competent to represent it adequately in the discussions that affect its destinies. These men intelligently represent the industry, and sympathetically go to the front for the women of the nation, whose needs for the products as morale-builders, apparently have been sold to those who run the affairs of war.

Dr. Albert Pacini working for government as consultant

Ken D. Caldwell, who was Chief of Toiletries and Cosmetics Section in the Branch headed by Mr. Willard, resigned to return to his job with Max Factor, Inc., at Los Angeles. There is no Section Chief now, but the work covered

by Mr. Caldwell has been greatly expanded and is done by Dr. Dan Dahl, loaned as consultant by the Food and Drug Administration; and by Dr. Albert B. Pacini, of the American Home Products Corp., also listed as a consultant. Dr. Pacini is regarded as a loan by the industry, and works particularly on problems of conversion, and on the effort to determine where the industry fits into the war job. Dr. Dahl brings to WPB the essential Government view-point allied to industrial and technological knowledge often absent in other war agencies.

Cosmetic advisory committee to be named this month

As this is written, end of the first week in May, the formulation of the Toiletries and Cosmetic Industry Advisory Committee is expected within the week. Mr. Willard and his associates have practically made up the personnel of the Committee. The names, at this writing, are known only to Mr. Willard and his staff. They are mulling them over with the work they take home at night. It is anticipated their final choice, representative of every phase of the industry, will go to the Bureau of Industry Committees not later than the last week of May. In all likelihood this Bureau will give further formal consideration to the list, which probably means that publication will not occur until some time in June. The announcement eventually will come from the Bureau of Industry Committees which is the final authority over all Advisory Committees.

Advisory committee covers all industry problems

Whatever crystallized regulations are ahead for the industry are expected to come out of the Industry Advisory Committee. The whole question of industry needs, and industry problems, will be placed before this Committee. The Committee will consider the over-all problems as a Committee-of-the-whole, and in all likelihood will delegate study

of detailed problems and specific subjects to sub-committees which will be created by the Committee itself. It is expected the recommendations of the Committee will largely determine the nature of the Limitation Orders and other regulations which may be issued, especially affecting the industry.

Closures and containers today's major problem

It is the universal opinion here that closures and containers offer the major problem at present. Of course, alcohol and glycerine and lanolin are increasingly scarce, and there are acute shortages in other materials. But in most cases the industry requires such negligible quantities of the acutely-short materials that the supply has not yet become a problem.

Also, it is pointed out that WPB is quite ready to help in supplying feasible alternatives when the original materials are not available. Mark that they use the word "alternatives," not substitutes. There is a difference. The alternative often is something that is just as important as the original substance. I do not know of any other industry where the WPB suggests *alternatives*.

Essential oils may be corollary cargo

The relatively sound situation of the industry is reflected further in the probable ruling concerning shipping space on vessels from various parts of the world where essential oils and similar materials originate. At this writing the emergency shipping list, which governs the priority of the shipments accepted for transport to the United States, has not yet been issued. But it is in the making. If essential oils are not included in the emergency list, it is certain that essential oils will be listed as cargo which may be picked up to fill space that may be used for small packages included as corollary to emergency shipments. In other words, there is often space on decks, in holds, and

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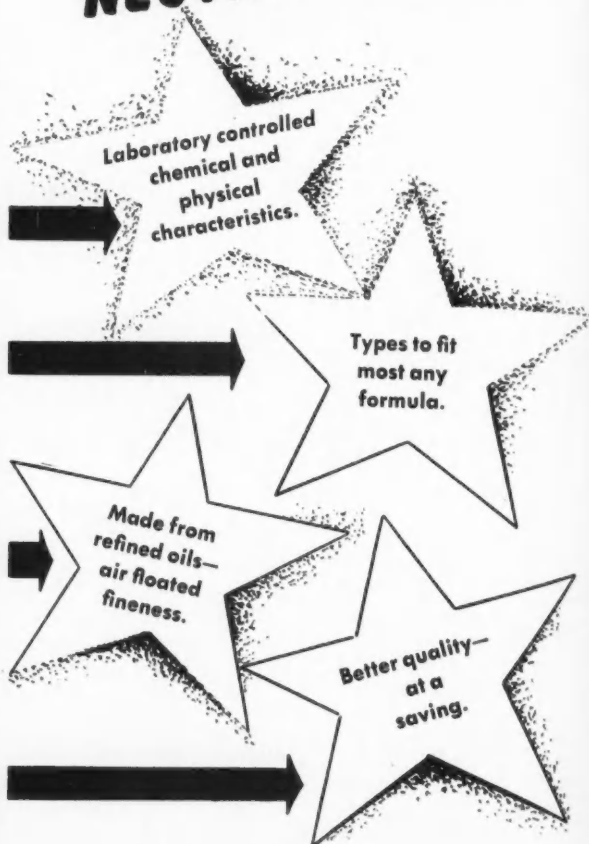
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elsewhere, that cannot be used to carry packages as bulky and large as the usual emergency shipment but can easily accommodate packages the size of shipments of essential oils and similar materials. This specific designation of these materials as corollary cargo, which seems certain, will obviously make it possible to bring needed oils and gums and similar materials from Madagascar, North Africa, Persia, Turkey, and other Far Eastern points. The fact that these wares are placed in this category is another indication of the present viewpoint in WPB concerning the essentiality of the materials. Bear in mind that imports as well as domestic supplies of materials for a given industry depend upon what they now designate here as the "essentiality" of the resulting product. In the argot of the street, the industry, for the time at least, "is sitting pretty," compared to some other industries.

Price ceilings hit you and your customers

OPA Price Ceiling Order covers toiletries and cosmetics. It does NOT cover beauty shops or barber shops. These are classified as exempt personal services. But it does cover the packaged merchandise these service shops sell. Prices must not be greater than the highest prices charged during March, 1942. The limitation for manufacturers, wholesale prices, begins May 11; for retailers on May 18. Retailers are given the extra week to enable them to buy "supplies at March wholesale prices before returning to March retail prices. Any deliveries TO retailers must be made at prices no higher than the supplier's maximum price—even if the contract calls for a higher price." Firms or persons not in business in March are governed by comparable prices existing for the merchandise in March. The same general rule applies to specific merchandise or brands not on the market in March. Under the Order every wholesaler and retailer automatically is licensed on the date the ceiling becomes effective, and every new establishment automatically is deemed licensed when it begins business. The license is a legality which enables OPA to crack down on establishments that avoid performance. Cracking down may be punished by Court action. Without a license a store cannot operate. There are further penalties of fines up to \$5,000 and one year imprisonment.

Bear in mind that *all* manufacturers' products come under the price ceilings; some retail merchandising may be temporarily exempt, not many. Bear in mind every retailer MUST, on de-

mand, give the customer a sales slip or receipt, showing the date, the name and address of the store, the item sold, and the price received. This is designed to give the buyer evidence that the merchandise is sold at the March price. OPA, by radio and through publications, has advised the consumer that the buyer is privileged to demand that the retailer, or other seller, explain any price in order that the buyer may report the facts to OPA if the buyer suspects that the price charged is greater than the maximum price the seller charged in March. This does NOT mean, however, that every seller must charge the same price for the same article. The seller, retail or wholesale, is compelled to charge only the highest price he charged in March. Henderson and his experts intimated in a conference that it is quite likely in the beginning that stores in the same block may charge different prices for the identical kind of merchandise. Obviously, the retailer who made a loss-leader of some articles during the entire month of March will find himself in an unhappy situation.

OPA says toiletries are essentials for public

In order to provide a springboard for the practice, OPA has listed about 100 groups of items as Cost-Of-Living commodities. These items are assumed to constitute the nucleus of the average family's cost-of-living basis. The list includes hand and toilet soaps; paste, powder, and liquid dentifrices; shaving cream; facial tissues; and witch hazel. Wherever these articles are sold at retail the maximum price must be marked on the article, or on the shelf, bin or rack, or on the container. OPA requires specifically that the maximum price be stated thus: "Ceiling Price \$....." or "Our Ceiling \$....." OPA also requires that on or before June 1, retailers selling such wares shall file with War Price Rationing Board of OPA a statement "showing his maximum price for each such commodity, together with an appropriate description or identification. Such statement shall be kept up to date by filing on the first day of every succeeding month a statement of his maximum price for any cost-of-living commodity newly offered for sale during the previous month, together with an appropriate description or identification of the commodity." OPA requires that every seller, retail or wholesale, preserve for examination all existing records of prices covering commodities or services delivered or supplied in March, 1942, as well as his *offering* prices for the same month. He must also prepare be-

fore July 1, 1942, and keep them ready for examination by *any person*, during business hours, records showing highest prices charged during March, offering prices during March, and description or identification of the goods or services; *also record of all customary allowances, discounts, and other price differentials.*

You, as a manufacturer, might get a subsidy

Most significant part of the new price ceiling regulations is one of the shortest sections and packs the most dynamite. It is Section 4: "If the maximum prices established for any commodity under the provisions of this Regulation fail equitably to distribute returns from the sale at retail of such commodity among producers, manufacturers, wholesalers and retailers, the Price Administrator will by supplementary regulation establish such maximum prices for different classes of sellers, or fix such base periods for the determination of their maximum prices, as will insure that each such class of sellers shall receive a fair share of such returns." This means in effect that OPA may organize a method of operating a "squeeze roll-back," summing up to the result that the manufacturer who is unable to supply essential merchandise because the cost is greater than the price, will be deficit-financed by Government through subsidies. It is doubtful if such subsidies will provide much profit, but they will permit the manufacturer to maintain his business.

More container returns considered as "musts"

Closures of blackplate obviously are out. The recent steel and iron order added to the blackplate order, eliminates this metal for every civilian need, and even makes it scarce for military uses. WPB is actively exploring the possibility of using pressed wood, pressed paper, and glass for closures, as well as for containers. There is also a strongly growing urge that a campaign be launched to compel the consumer to return containers of cosmetics and toiletries with or without closures.

Toiletries tax returns declined in March

In February the Internal Revenue retailers' excise tax on toiletries brought \$3,536,933.40. In March the returns dropped over 1/3, the total reported being \$2,106,125.60. Commerce reports that the United Kingdom has placed a tax of 33 1/3 per cent on all cosmetics and toiletries.

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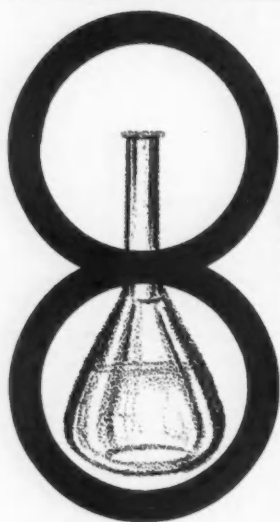
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NEWS and EVENTS

No banquet or entertainment at two-day T.G.A. convention

There will be no banquet, golf, theater party or other entertainment at the annual meeting of the Toilet Goods Assn., to be held at the Waldorf-Astoria, New York City, on June 16 and 17. Instead of a three day meeting, it will be for only two days and all of the sessions will be held on Tuesday and Wednesday. There has been no announcement as yet as to what the program will consist of.

Luncheons will be held as usual and LeRoy Root, chairman of the Convention Committee, states that books will be sold for \$7.50 each which include registration and lunch for each day. Reservations must be made in advance. Requests for luncheon tickets should be sent to Walter P. Murray, treasurer, 100 East 42nd Street, New York City.

Pond's Extract Co. launches big drive for 1942 business

The largest advertising campaign in the 95 year history of Pond's Extract Co., New York, N. Y., which will reach a total circulation of more than one billion by the end of 1942, covers every product in the line. According to Clifford M. Baker, president, the total actual circulation of the advertisements is 1,179,220,473. Coincident with the gigantic advertising campaign, a new profit set-up for dealers, the most liberal under which the company has ever operated, was announced. The new set-up lowers dealer cost per sale, while substantially increasing profit.

Fraser receives Drug & Chemical Section Red Cross donation

The Drug, Chemical and Allied Trades Section of the New York Board of Trade at the meeting of its executive committee, April 30, at the India House, presented to Leon Fraser, chairman of the American Red Cross War Fund of Greater New York, a check for \$6,112.72, representing the net proceeds from the section's 17th annual banquet.

S. B. Penick, Jr., chairman of the section, said in making the presenta-

tion: "We are extremely pleased to make this substantial contribution to the American Red Cross War Fund and sincerely hope other business organizations will be as successful in helping to maintain the fund so vital for all American service men and women."

Synthetic Organic Chemists to meet in Seaview, N. J., June 5-6

The annual meeting and outing of the Synthetic Organic Chemical Manufacturers' Assn. will be held at the Seaview Country Club, Absecon, N. J., June 5 and 6. The business session will be held June 5 and the golf tournament June 6.

U. S. Supreme Court reverses lower courts on important trade-mark rights

As we go to press, the Supreme Court of the United States has handed down a most important decision relating to trade-mark rights in which it is held that the owner of a trade-mark need not prove that purchasers from infringers were actually deceived into believing that the goods purchased from the infringer were, in fact, the goods of the trade-mark owner, and that such infringer is liable for all profits derived from his infringing acts, unless it can show that the purchasers bought goods bearing the infringing mark because of the infringer's recommendation or his reputation or for any reason other than response to the appeal of the owner's trade-mark. The court then reverses the prior lower court decisions to the effect that the owner of a trade-mark must prove that the purchases of the infringer's goods were actually made in the belief that they were the goods of the trade-mark owner.

A fuller description of this important decision will appear in our next issue.

Philadelphia College of Pharmacy now on war time schedule

All four schools of the Philadelphia College of Pharmacy and Science have gone on an accelerated course with classes in session throughout the entire summer as a war measure.

May restrict alcohol use still more

There has been no change in the schedule for the use of industrial alcohol in toiletries. There is, however, a decided tightening in the control over the use of the alcohol, and the supply apparently is materially less than the war need. Recently all production of whiskey was stopped temporarily in order that the plants might produce alcohol needed for munitions. Great volumes of wheat and corn have been diverted by Government to production of alcohol. Practically a third of the production of so-called high wines must be diverted to industrial alcohol. Sen. McNary has introduced S 2474 which would enable RFC to establish plants to convert grain, other crops, and forest products, to industrial alcohol. Public Law 508 amends the Internal Revenue Code to speed the production of alcohol, and Public Law 519 further amends the Internal Revenue Code to make more alcohol available. T. D. 5133 issued by Bureau of Internal Revenue approves three new formulas for industrial alcohol. There is a strong indication that alcohol for toiletries will be subject to further restrictions.

New bath size Lux soap introduced by Lever Bros. Co.

Lever Bros. Co., Cambridge, Mass., introduced its new bath size Lux soap in a test campaign in Charlotte, N. C., Harrisburg, Pa. and South Bend, Ind., early in March.

WPB urges women to save all cosmetic containers

WPB has sent out a release to many publications urging American women to save metal and plastic lipstick containers, compact cases and other containers for toiletries. It is announced that adequate supplies of lipstick, creams, powders and other beauty items will probably be available as refills. Cleansing cream and cold cream jars and all types of bottles including nail polish bottles should also be conserved, special care being taken to preserve the closures which are made of metal or plastic.



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Chicago association begins barter and exchange of needed materials

The Chicago Perfumery, Soap & Extract Assn., Inc., has inaugurated a Barter and Exchange Department to aid members to obtain scarce raw materials. It is operated on a non-profit basis. A bulletin is furnished each member at intervals containing a list of items needed and items which are offered in exchange. All tradings are exchanged between members direct, as the Association will not act as a broker or participant in any way. William H. Schutte, 325 W. Huron Street, Chicago, Ill., is president of the Association.

William Nassour, now married, is making airplane parts

The biggest part of the machinery and plastic division of the Courtley, Ltd., Hollywood, Cal., is now being used for the production of numerous items for the airplane industry, and some items for the navy. President William Nassour of this company was married the past month, the bride being a California lady.

WPB likes wood containers—new tube order coming

Emphasis was given to the scarcity of cellophane by an order prohibiting a New York firm from making cellophane. The firm had violated the prohibition against use of the material for certain packages. Containers will be the subject of an OPA meeting in New York City during May. WPB people are particularly enthusiastic about containers made of pressed wood—plywood—which is light, extremely tough, very close, and apparently completely resistant to moisture and grease. Collapsible tubes will be the subject of another order shortly to appear. The order will specify how the tubes collected by retailers shall be returned to tin stockpile.

First aid courses continued by Columbia College of Pharmacy

The College of Pharmacy of Columbia University, New York, N. Y., is offering another first aid course of seven periods, beginning Monday, April 27 at 7:30 p.m., at the college building, 115 West 68th St. Dr. W. R. Redden is the instructor.

Four packages in cosmetic field get A.M.A. honorable mention

Four packages in the toilet goods and soaps fields received honorary mention in the packaging award of the Amer-

ican Management Assn. They were: the Linit bath package of the Corn Products Refining Co., the Swan soap package of Lever Bros., the Ivory Snow package of Procter & Gamble Co., and the Military Service Kit of the Mennen Co.

Noted poet lectures in dark to California Cosmetic Assn.

At a dinner-meeting of the California Cosmetic Association held in Hollywood the second week in April, the members had as their guest speaker Robert W. Service, the distinguished poet of the Yukon, who was in France at the time of the invasion. Mr. Service was scheduled to give a talk on his escape from the stricken country and had hardly started when the local air-raid sirens began to blow, as if timed to illustrate, in part, his remarks, as President Sally Hansen of the association, who presided, expressed it. The poet continued his story almost in the dark. No bombs were dropped. The planes sighted proved to be friendly. The business end of the meeting was in the form of an open forum during which members exchanged ideas and information on the subject of available materials. A most co-operative spirit was shown throughout. It was clear that as far as California is concerned the cosmetic industry is run by men and women who are desirous of helping each other out in an emergency.

Mennen adopts larger can and higher price for its foot powder

The Mennen Co., Newark, N. J., has completed plans for its second consumer campaign on Quinsana foot powder. A larger can selling for 50 cents instead of 35 cents and containing six ounces has been adopted. Dealers are being urged to triple last year's orders.

Prices to be fixed on 125 fats and oils

During the next six weeks, OPA will issue piecemeal the amendment setting specific prices for over 125 varieties of fats and oils at certain basing points over the country. This information will be released at intervals in small doses. It is expected to include tallows, coconut, crude corn, corn oil, whale oil, soybean, peanut, palm oils, crude cotton, white grease, palm oil, red oil, lard, castor oil, stearic acid, lard oil, babassu, olive oil, and others. OPA warned that paraffin wax may not be sold at a higher price than the ceiling even though quantities are split, and thus reduced.

Women should budget 3 to 7 cents daily for beauty, says Rubinstein

Helena Rubinstein, in presenting her new package "Beauty in the Bank," includes beauty budgets for three ages, printed in bank book form. The beauty budgets are based on a year's supply of basic skin and make-up essentials plus a series of budget hints which tell consumers how to make the most of their beauty preparations. For women in their teens or twenties, the budget calls for an annual expenditure of \$11.80, or about 3 cents a day; for those in their thirties, the yearly beauty fund is \$18.25, or approximately 5 cents a day; and for those in their forties or over, the estimate is \$26.50, or about 7 cents a day. Fragrance and masque "extras" are listed also because it is possible, according to Mme. Rubinstein, to include luxury items when the beauty budget is planned carefully.

In addition to the Beauty Passbook, the new package includes a box of face powder and a Beauty Bank. The bank itself is shaped like a woman's head and is designed for dressing table use; into it may go the money saved by careful adherence to a beauty budget.

California may be important source for cork

The California State Nursery at Davis, Cal., has 14,000 young cork oaks available, it was announced in April. Approximately 1200 seedlings were set out this year in Napa and Sonoma counties. It is said that one group of 70 trees, located on a ranch in Napa County, north of San Francisco, yielded nearly 5000 pounds of cork, or approximately 70 pounds per tree, when stripped last year. Manufacturers assert that the California grown cork's quality is equal to first stripping from forests in Spain and Portugal. The state is encouraging the development of the local cork supply because of the havoc which the war has played with imports from the forests of Spain and Portugal.

Mutual Aid Society for refugee chemists from Europe

The Mutual Aid Society of European Chemists and Pharmacists affiliated with the New York World Club, 67 W. 44th Street, New York, N. Y., has been in existence for a little over a year. The organization aims to gather together chemists and pharmacists who have emigrated from Europe, to further professional activities and to help members obtain employment without charge. It is under the leadership of Henry Goldschmiedt.

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Nobel prize winner to lecture at University of Washington

Dr. Otto Loewi, winner of the Nobel prize in medicine in 1926, who has been research professor of pharmacology since 1940 at New York University College of Medicine, New York, N. Y., now is a Walker-Ames visiting professor of pharmacology and physiology during the spring quarter 1942 at the University of Washington, Seattle, Wash. Announcement of a series of special seminars for pharmacists and medical men as well as four public lectures of a general interest has been made by Dean F. J. Goodrich, College of Pharmacy, University of Washington.

Dr. Loewi received the Nobel prize for his work in the field of autonomic drugs. He showed experimentally that the stimulation of the vagus nerve produces a definite chemical substance at its terminations, and he finally showed that this chemical substance was a common one, acetylcholine. In his extensions of this work, he found that other nerves produce epinephrine.

Dr. Loewi studied medicine in Strassburg and Munich and formerly was professor of pharmacology at the University of Graz, Munich.

Beauty Products creditors meet

The period for filing creditors claims against the Beauty Products Co. and Benjamin Beerman Co., Pittsburgh, expires July 30, 1942. The companies involved were operated by Benjamin and Anna Beerman and showed debts of \$10,213.91 and assets at valuation of the debtors of \$10,600.

Sugar rationing for flavors in the offing

It is rumored that the Price Administration and the WPB have completed a survey and will adopt a practice of rationing sugar to industrial users predicated on their application as an essential or non-essential industry. Beverages, flavorings and extracts are to be cut 40% in this proposed classification from the amount used in 1941.

Pharmacy students make own cosmetics

Students in Dr. L. Wait Rising's pharmacy course at the University of Washington, Seattle, are manufacturing their own cosmetics. "The first thing they learn," says Dr. Rising, "is to make comparative substitutes of commercially manufactured cosmetics that are on the market today. These known brands can't be analyzed, as they contain fats and oils of a type that have too many exact substitutes in their properties. But we teach the students to substitute

and to improve." The professor points out that recent changes by synthetic organic chemists have done much to make cosmetics a vital industry.

Beauty salon concessionaires predict boom in beauty business

Seligman and Latz, concessionaires of 125 department store beauty salons, believe the beauty business is entering upon a boom, the like of which never before has been seen, and they have backed their belief by opening as many new accounts in the past six months as they did in the past six years. They explain the anticipated increased interest in beauty by women's resorting to a "morale strengthening of the home front" in times of stress.

In meeting the problems of shortages of machinery and preparation, Seligman and Latz report that about 80 per cent of their permanent waving is done by the "machineless" method and that their laboratories have developed a parchment to be used in place of metallic paper for protecting the hair during a permanent. They also report that they have in production several alternate items for essential-to-industry ones, which they believe may prove to be better than the ones they are replacing. Personnel is the chief problem currently with so many of their men being called into the armed services.

Big production of coconut oil in Jamaica, W. I.

Lester Barber, the toiletries specialist in the Bureau of Foreign and Domestic Commerce, reports Jamaica will jump into the limelight this year with production of more than 100,000,000 coconuts, most of which will be used to produce oil for cosmetic and soap industries this year. He also draws attention to the Senate Bill S 2303, introduced jointly by Senators O'Mahoney, Bone and LaFollette, which provides the Government may take over any patent on file in the Patent Office.

Under the terms of the bill, which undoubtedly will be enacted, the Government may directly license the use of any patent for direct or indirect war needs. That means, obviously, any commercial use is as much justified as military needs. The Government apparently, under the bill guarantees the royalty that must be paid for the use of the patent. If the owner of the patent is dissatisfied he has recourse by bringing suit in the Court of Claims. The proposed legislation is of interest because some of its patents may be useful to our government or to governments associated with us in the war. Barber also points out that between 14% and 15% of all wares sold in all

drug stores in all the nation consisted of toilet preparations, toilet articles and soaps. The proportion exceeded the total of prescription business in sales values was equal to the sales value of drug sundries, rubber goods and surgical supplies, and ran neck and neck with cigars, cigarettes, tobaccos, and with revenue from meals and fountains. In the schedule of total sales it was third on the national drug store gross. Retailers' excise tax on toilet preparations for January 1942 brought into the national Treasury \$3,903,265.59, according to a statement issued late in February by Bureau of Internal Revenue.

V. Vivaudou to stress popular priced toiletries

Newly organized selling divisions of V. Vivaudou, Inc., manufacturers of Djer-Kiss and Mavis lines, plan to capitalize on the already noticeable upswing toward popular-priced toiletries, according to the firm's advertising and merchandising counsel, Pettingell & Fenton, Inc. A national survey of product acceptance and market potentialities is now under way, preparatory to a national consumer drive in the fall.

Baum stipulates with FTC to eliminate hair rinse claims

H. L. Baum, trading as Beauty Products, Denver, Colo., has stipulated with the FTC to cease representing that its Noreen super color rinse gives life to the hair, eliminates mixing, does not stain scalp or fingers, contains more or truer color or is not a hair dye.

War demands may be mixed blessing to food industries

Many of the substitutes and new products being introduced by the food industry today as a war measure will become permanent improvements, according to a survey of 102 leading food producers conducted recently by Market Research Corp. of America. Answers to the questionnaire also revealed that producers anticipate the emergence of a better-informed consuming public.

Manufacturers were asked their opinion on (1) the war's effect on food production, substitutes and materials; (2) policies toward development of new products; and (3) anticipated changes in consumer habits after the war.

More than half the companies felt the war would have little or no effect on food production processes, but among those who took the opposite view, the trend toward more concentrated foods was the most talked of processing change.



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Government 5-minute men to speak at F.E.M.A. convention

A splendid program for the business sessions of the Flavoring Extract Manufacturers Assn. meeting to be held in the Hotel Pennsylvania, New York, N. Y., May 18, 19 and 20 will include twelve government 5-minute speakers on the first afternoon who will cover everything used by the industry. They will answer questions and explain what can and cannot be done at this time. A speaker from OPA will interpret the new commodity price control legislation.

The entertainment features include dinner at the Diamond Horseshoe and ice show at the Hotel New Yorker; dinner and dancing at the Cafe Rouge, Hotel Pennsylvania; inspection of the bakeries and kitchens of the hotel; golf, tennis, bridge and a tour of the Brooklyn botanical gardens and tea in the laboratory building at the gardens.

T. G. A. appoints new secretary and passes resolutions on late C. S. Welch

Members of the executive board of the Toilet Goods Assn. passed appropriate resolutions on the death of the late Charles S. Welch at the May 6 meeting. The appointment of S. L. Mayham as secretary to succeed Mr. Welch and of H. D. Goulden of Jacqueline Cochran to be director of the Board of Standards was also made.

Cosmetic and chemical credit men to hold outing at Great Neck June 19

The Drug, Cosmetic & Chemical Credit Men's Assn. will hold its annual outing June 19 at the home of Nat Otte, Secretary, 2 Hilltop Drive, Great Neck Estates, New York. A golf match has been planned at the Plandome Club. In the evening dinner will be served at the Plandome Country Club to be followed by a short talk. Then the party will conclude the festivities at Mr. Otte's home. These outings have proven to be immensely popular in the past and a record attendance is expected this year.

Four new members for cosmetic advisory committee of Canada

Four new members have been appointed to the advisory committee of pharmaceutical, proprietary medicine and cosmetic and toilet goods manufacturers, of the Wartime Prices and Trade Board of Canada.

Bringing the committee total to 16, the new members, representing French-Canadian firms, who bring the board into close touch with a larger cross-section of the industries, are: H. Nadeau, president, Laboratoires Nadeau, Ltd.;

L. S. Desautels, president, Laboratoires Desautels, Ltd.; A. R. Demers, president, Dr. J. O. Lambert, Ltd., and G. B. Genest, assistant general manager, Herdt and Charton, Inc., all of Montreal.

Manning O'Connor heads Colgate-Palmolive-Peet Toilet Goods Div.

Manning O'Connor who has been associated with the Colgate-Palmolive-Peet Co. for the past 12 years, first as sales representative in the toilet goods division and later as head of the sales and merchandising department of the company, has been elected vice-president of the company in charge of the toilet goods division. Horace Remington has also been elected a vice-president in charge of foreign operations. He is also a director of the corporation. Robert E. Lusk has been appointed vice-president in charge of advertising and merchandising.

Dedication of service flag for over 200 Merck & Co. employees impressive

Dedication of a service flag for the more than 200 employees of Merck & Co., Inc., who have entered the armed forces of the United States took place at the main plant of the company, Rahway, N. J., on April 21. The ceremonies were conducted by a committee of employees who are veterans of the World War. The unfurling and raising of the service flag followed an invocation by Rev. John M. Jacqueth, rector of Trinity Methodist Church, Rahway. President George W. Merck made an impressive address.

Mennen stops packing its products in ten-cent sizes

The Mennen Co., Newark, N. J., has discontinued packaging its products in 10-cent sizes for the duration, owing to "acute shortages and restrictions on certain raw materials and containers." The action will affect primarily products produced in tubes and cans.

Creditors of Sagamore Metal Goods Corp. get 45 cents on the dollar

Legal proceedings in which the Sagamore Metal Goods Corp. has been involved for some time have been settled. Creditors are to receive 45 cents on the dollar according to the published announcement of the settlement.

Venezuela develops new sesame plant

The development of a new sesame plant bearing large quantities of oil is announced by the Venezuelan Ministry of Agriculture.

Canadian T.G.A. convention June 8 and 9 in Lucerne

The annual meeting of the Canadian Toilet Goods Manufacturers' Association will be held June 8 and 9 at the Seignior Club, Montebello, Quebec.

"Toilet Goods Problems in Wartime" will be the theme for the meeting and a program of interest to all manufacturers of beauty essentials is in the course of preparation.

E. C. Barton, general chairman, has announced the appointment of the following as committee members: Ross R. Crawford, J. C. Sharman, F. Crowhurst, J. L. Housley, A. C. Morgan, Peter P. Powell, W. Beauchamp, J. R. Kennedy, J. W. Patterson, Alex Donaldson, Fred Hodder, Walter G. Brown.

U. S. government to advertise in 30 key Latin American markets

About 54 newspapers in 30 key Latin American markets will carry advertising of the U. S. government on news broadcasts, etc., to build up good will. The plan was completed by the Coordinator of Inter-American Affairs.

U. S. adds 477 to Latin American blacklist

The U. S. State Dept. has added 477 firms and individuals in Latin American republics to the U. S. blacklist.

Primrose House and DuBarry emphasize lipstick refills

Two cosmetic lines, Primrose House and DuBarry (Richard Hudnut) currently are stressing the desirability of consumers purchasing refills for lipsticks as a means of conserving the nation's metal as well as economizing on cost. Each firm has refills at 50 cents each. Primrose House in 9 shades and DuBarry in 13 shades.

Supplies of Canadian spent lye now under govt. control

Control over Canadian supplies of spent lye from manufacture of soap has been assumed by Douglas Lorimer, controller of chemicals, under a Department of Munitions and Supply order. The order said glycerine can be recovered by concentrating or further treating spent lye, and that it is deemed necessary to recover glycerine from this source for the needs of the government and to more effectively prosecute the war. The order provides that no person dealing in or having possession of spent lye may concentrate, further treat or dispose of it except in accordance with instructions issued by the controller.

Portrait of founder of Magnus, Mabee & Reynard, Inc., unveiled

A portrait of the late Percy Cecil Magnus, founder of Magnus, Mabee & Reynard, Inc., was unveiled before a gathering of essential oil men, drug and chemical manufacturers and friends and company executives on April 24. The portrait painted by Edmund Magrath was presented by Percy C. Magnus, son of the founder and president of the company. Edward V. Killeen, one of the deans of the essential oil industry, J. L. Hopkins and Charles L. Huisking, paid tribute to the genius of the founder and to his sons who now conduct the business. The unveiling coincided with the 47th anniversary of the founding of the firm.

Five shades of color for Canadian cosmetics likely

Canada's Wartime Prices and Trade Board has ruled that the number of tints for rouge, face powder, lipstick and fingernail polish, hitherto ranging from 10 to 25 shades and variations, must be limited to five shades produced by any one manufacturer.

The curb on multi-colored pulchritude will not become effective until exhaustion of present stocks on hand in the packaged beauty trade, nor has it yet reached the stage of a formal mandatory order from the Board.

Other phases of the program in the cosmetic and toiletries field include sharp restriction on introduction of new products or new lines of existing products, gradual elimination of non-essential or ultra-fancy frills such as special facial creams, standardization of bottle sizes and shapes, and limitation of deliveries to wholesalers and retailers.

Record soap sales now declining reports from field indicate

The Assn. of American Soap & Glycerine Producers Inc. reports that sales of soap in the first quarter ending March 31, 1942, totaled in value \$107,756,295 according to reports to the Association's Sales Census from 76 manufacturers who make about nine-tenths of all soap made and sold in the United States. This is 52.8 per cent more than dollars of soap sales in the fourth quarter of 1941, and 35.5 per cent more than in the first quarter of 1941. It is also 78.1 per cent more than the quarterly average for the five years 1935 through 1939, and is the highest quarter in the seven years since the Association's Sales Census was begun as of January 1, 1935.

In volume, 72 manufacturers of

soaps other than liquid, reported sales in the first quarter of 1942 totaling 898,665,201 pounds sold at \$106,924,498; while 43 manufacturers of liquid soaps reported sales of 885,324 gallons sold at \$831,797. Comparative figures show that pounds of soap other than liquid sold in the first quarter of 1942 were 43.3 per cent more than in the fourth quarter of 1941, and 9.4 per cent more than in the first quarter of 1941. They were also 42.6 per cent more than the quarterly average for the five years 1935 through 1939. Similarly, gallons of liquid soap sold in the first quarter of 1942 were 7.2 per cent more than in the fourth quarter of 1941, and 36.7 per cent more than in the first quarter of 1941. They were also 71.3 per cent more than the quarterly average for the five years 1935 through 1939. The volume of sales both of liquid soaps and of soaps other than liquid were the highest in any quarter since the Association's Sales Census was begun as of January 1, 1935.

Following close upon the above record high first-quarter sales, which in turn follow twelve months of sales of soap in 1941 whose aggregate was 18.6 per cent ahead of 1940 in pounds and 25.8 per cent ahead in dollars, Roscoe Edlund, secretary, states that many soap manufacturers tell him their current sales are "very slow". In the light of five successive quarters of heavy deliveries, this is not to be wondered at. Market studies show that wholesalers, retailers, and consumers have excess quantities of soap on hand; and it may well be that we are now in a period of slower movement of soap from factories than during the past five quarters.

Tenth anniversary of clever U. S. I. Chemical News

The *U.S.I. Chemical News*, a news-type advertisement used by U. S. Industrial Chemicals, Inc., New York, N. Y., celebrates the tenth anniversary this month. By having appeared regularly for this length of time, the series probably establishes a record for the successful continuance of a "news" type of campaign.

At the time the advertisement in news form was proposed, there were no publications devoted to news of the rapidly growing solvent field. The "U.S.I." advertisement was designed to be a "trade paper within a trade paper" and so it proved to be. So popular did it become that the New York Public Library has yielded to reader requests and made an exception of its rule of eliminating advertisements from its permanent file of the magazines in which the *Chemical News*

appears. This insert is the only advertisement retained in the Library's bound volumes of the periodicals' editorial content.

Partly because of the growth of the field made it seem a logical thing to do, a companion advertisement entitled *U.S.I. Alcohol News* was begun in 1933. This is devoted to the industrial alcohol field. It has also been published continuously since 1933, and appears in publications going to the drug, cosmetic and pharmaceutical fields.

Cosmetic ingredients not needed in war effort, says Lehn & Fink head

No materials are being used in cosmetics which are necessary to the war effort—if they were necessary the industry wouldn't have them—it was emphasized by Edward Plaut, president of Lehn and Fink Products Corp., in his appeal to the press to help the whole beauty industry by setting the public straight on whether it was patriotic to purchase and use cosmetics. Mr. Plaut talked to the press May 7 at the Savoy-Plaza Hotel.

He pointed out that merchandise on the shelves is tangible evidence that it is allowed there or Uncle Sam would have taken it. Products now available which contain materials currently banned were manufactured before the government needed these materials; and as new merchandise is being made, ingredients needed for the war effort will not be incorporated because alternate substances have been found which provide the same results. The present period is one of challenge to the chemists in the industry who have been able to develop replacements for materials used in cosmetics but now needed in the war effort.

Mr. Plaut said that government officials were consulted as to whether the cosmetic industry's ingredients, labor or floor space were wanted in prosecuting the war and the answer was "No" in each instance except that of ingredients already under orders.

An exhibition of items used in cosmetics and their recently developed substitutes was a feature of the meeting. Also a sound-movie, "97 Salon Secrets," which takes a woman through the whole beauty and health regime was shown. It will be viewed in the smaller cities throughout the country.

Flavors in ice cream limited to 20 by WPB

The WPB has limited manufacturers of ice cream to the use of 20 different flavors and that of sherbets and ices to two flavors. The specific flavors are optional with the manufacturers.

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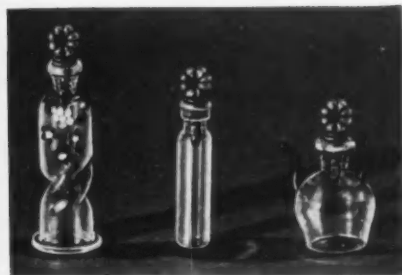
DESIGNED for every taste, shaped for every mood, they're exquisitely finished—simple, saucy, original—a delicate, lively contrast to the grim business on our minds. They add personality to a perfume, charm to a woman, and **VOLUME TO YOUR SALES!**

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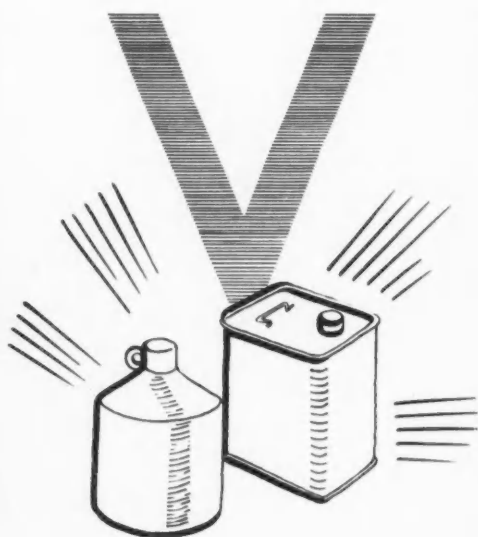
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Mem, Inc., takes additional space, adds new soap

Mem, Inc., creator of soaps and toilet preparations, which has maintained headquarters at 215 East 22nd St., New York, N. Y., since the firm was established in this country two years ago, now has additional space at 212 East 22nd St. where the whole lower floor of the building is devoted to sample rooms and storage facilities. Office and shipping rooms continue at the original address where the company uses the whole building.

The soap lines of the firm have been expanded by the addition of a new odor, Blue Carnation, as well as new sizes of packages. The firm's soaps have been repackaged in boxes whose coloring matches the soap colors and the cover design, part of the boxes, symbolizes the odor. In the men's toiletries, two new products, shampoo and hair dressing, and new sizes in all products have been added, as well as five combination sets. The firm reports too that there is demand for its alum block, used as an after-shave astringent, which was manufactured formerly in Europe.

Obituaries

Richard G. Rast

Richard G. Rast, secretary of Lautier Fils, New York, N. Y., died at his home in Highlands, N. J., April 16, at the age of 44 years. He had been in ill health for almost a year with a chronic heart ailment. Mr. Rast had been associated with the firm for almost 20 years and was engaged primarily in sales work. He is survived by his widow, a daughter, Mrs. Myra Drastel of New York, and a son, Richard.

Charles S. Welch

Charles S. Welch, executive secretary of the Toilet Goods Assn. since its formation, died April 26 in a New York hospital. He was



Charles S. Welch

59 years of age. Mr. Welch, well known to the cosmetic industry, began his work with the Toilet Goods Assn. following the disbanding of the code authority for the perfumery, cosmetic and other toilet preparations under the National Recovery Act. He was executive secretary for the code authority.

Prior to his organizational experience, Mr. Welch had been an executive of several cosmetic firms including Houbigant, Inc., where he was vice-

president and general manager for several years, later successively with Helena Rubinstein, Inc., as vice-president and general manager, and Rallet Corp. as general manager.

He first became interested in perfumes and toiletries when he was with Riker-Hegeman Drug Co. in New York, N. Y., and subsequently joined Park & Tilford where he rose to the position of general manager of the toilet goods department.

Mr. Welch was born in Marysville, Ontario, Oct. 9, 1882. He spent his youth in Rochester, N. Y., where he studied pharmacy and later practiced it before going to New York City.

He is survived by his widow, Isabelle Carlin; a son, Robert F., and a daughter, Eileen C. Welch.

Mr. Welch made many contributions to the welfare of the toilet goods industry and he will be missed by his numerous friends and associates. He was exceptionally talented in organizational work and his place will be hard to fill.

Trade Jottings

V. Vivaudou, distributor of Mavis products, has a new display piece, the Mavis Swing Girl cut-out, a mechanical motion display. The display stands 42 inches high and 11 colors were employed to bring out the Petty girl figure. A small push motion display, 12-inch replica of the larger one, as well as window displays are tied in with the promotion for the Mavis Body Beauty Set containing three bath items and Antoinette Donnelly's 6-Day Calorie Count diet including exercises which are illustrated on the package.

Dermetics, Inc., New York and Seattle, showed its film, "Beauty from Within" to the press April 29 at a party in its New York salon in Rockefeller Center. The film is to be presented to the public throughout the country.

Bourjois has introduced a new Evening in Paris soap which is modern in design, shape and color. It is described as hard milled, free lathering, long wearing, and its quality is based on 1940 standards. It comes in guest, hand and bath sizes.

Tone, Inc., is promoting its Bittersweet complexion tint as liquid "stockings" which won't streak, cake or rub off. It is washed off only with soap and warm water. Bittersweet complexion tint, originally perfected in 1936 for the face, is designed to give the skin an immediate color accent, at the same time allowing the sun's rays to tan the skin. It comes in three sizes, a 12 ounce one having been added. Bit-

tersweet was demonstrated for the press at a breakfast party, April 29, in the Tone salon.

Maurice Babani who introduced his American version of Nefertiti perfume and toilet water a few months ago is adding another size, two ounces, in the toilet water.

Coty, Inc., showed its new Muguet des Bois sequence to the press May 5 in a garden setting at its Rockefeller Center salon. A picnic luncheon was served. Six models showed fashions depicting the lily theme.

Charles of the Ritz announces the appointment of Eleanor Kairalla as advertising manager.

Northam Warren Corp. presents Cutex cuticle remover and emery boards in new paper cartons, with a matching card for the nail white pencil. The packages are done in red, white and black with streamlined lettering and design.

Jean Nate, Inc., distributor of a bath line, has moved its headquarters from the 7th to the 11th floor at 424 Madison Ave., New York, N. Y.

Barbara Gould will celebrate in June the first anniversary of the line Skylark. The products will be featured in stores throughout the country during the month. In recognition of the anniversary the firm is introducing a new package, Ode to Charm. It contains perfume, Lifting Fragrance (cologne), soap and talcum, in small sizes, each a replica of the larger ones, the whole carrying out the Skylark theme.

Peggy Sage's new spring nail polish shades are Brown Orchid, a warm rose-red shade, and Confection, a delicate pink. Both shades were inspired by South American colors.

Yardley & Co. is introducing two new powder shades. One is Camelia, a light color with rosy overtone, and the other is Skintone, for the brunette type. Each is packed in the new version of the powder box which ties in with Bond Street perfume packaging. The company's set for Father's Day contains shaving soap and after shaving lotion, a half-year's supply of each. The box is in a gay new pattern with a sporting theme and there is a red band lettered "To Father."

United Drug Co., in its effort to educate men to the use of toiletries, offers a new display which features a stag head trophy hung against a simulated leather background, with the Stag line of nine items illustrated in color. There is a shelf-like provision for display of the actual merchandise.



CONFIDENCE in the future is not wishful thinking. It means faith in the resourcefulness of American business, faith in the essential public need for the products of this industry.

Our own confidence in the future inspired us to move to much larger quarters, where we would have greater facilities for research to meet the challenging problems which face the perfumery and cosmetic manufacturer today.

These expanded facilities and the collaboration we have received from Tombarel Freres of Grasse, France, place us in a very favorable position to render resultful service to perfumers and cosmetic manufacturers who find it necessary to make adjustments to meet changing conditions.

We cordially invite your inquiries.



Ask us for samples of
"DEETEE"
OZOKERITE
 SNOW WHITE
 YELLOW
 HARD-GREEN

ALL MELTING POINTS

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Replacements Getting Scarce

THE trend of essential oils and aromatic chemicals continued upward over the past month. Dealers and importers were confronted with a great many problems. The greatest difficulty was securing replacements, or sufficient stocks of basic materials to supply the regular consuming trade. Added to the many difficulties in doing business such as the lack of steamer space from the few remaining ports remaining open to commerce, or the severe shortage of basic materials was the announcement by OPA, of a broad price curb affecting sales of retailers, manufacturers, and wholesalers. The announcement coming late in the period immediately brought out many inquiries as to how it would affect importers of essential oils in this market. It was difficult to find out just how the price freezing order would work out but it was indicated that within a relatively short time dealers would be in a better position to know more about the regulations to curb inflation.

EFFECT OF SUGAR SHORTAGE

The shortage of alcohol, and the coming restrictions on sugar were factors largely responsible for the quieter demand for a number of items. Dealers welcomed the slackening in activity, but it was feared that the restrictions imposed on the part of the government would have an unfavorable influence on the market over a long term period. The restrictions will undoubtedly have a serious influence on the consumption of several domestic oils which are in fairly good supply including lemon and orange.

No further information has come forward concerning the use of menthol derived from American peppermint oil. Toward the close of last month peppermint turned slightly easier. Reports were rather mixed concerning the

coming crop of peppermint, but there is a growing fear that farmers will encounter difficulty in securing sufficient labor to cut and dry the mint for distillation.

PEPPERMINT OIL PRICE CEILING

A new organization composed of mint growers at a recent meeting at Michigan State College went on record as opposing the imposition by OPA of any price ceiling on peppermint oil as has been frequently suggested in Washington. While accurate estimates of the increase in plantings necessary to meet the greater demand that looms for peppermint are not available it is believed a one-third boost in this year's crop is essential to take care of the minimum immediate demand. Growers throughout northern Indiana and southern Michigan which produce 80 per cent of the entire crop are anxious to learn what effect the war will have on the prices of oil. In the first World War quotations of oil advanced to around \$25 per pound as compared with present prices in the country ranging between \$5.35 to \$5.50 a pound.

SHORTAGE OF SPICE OILS

An acute shortage of several spice oils developed. Major distillers of clove, mace, and nutmeg were refusing to name firm prices explaining they were using all available lots to fill outstanding orders, or to take care of the requirements of customers of long standing. Dealers prices rose sharply. Only very limited quantities were available through second hands.

PEACH KERNEL OIL

Products made with peach kernel oil as a replacement for sweet true almond oil as sanctioned by recent pharmacopoeial rulings are equal in

quality to the original, it was revealed here. The oils, it was stated, are closely related, and are very similar in physical constants, adherence, and quality. In the event that proper labeling adjustments are made, a replacement for citronella oil in mosquito preparations can be used, it was also pointed out.

A series of advances in oil bois de rose were reflected in linalool. A number of other aromatic chemicals moved higher in keeping with mounting raw material costs. Heliotropine reached a new high level, and advances also were recorded in citral, methyl anthranilate, and linalyl acetate.

Although consumer demand was quieter, considerable activity was noted between dealers at times. The future both from the demand side as well as replacements continues highly clouded in view of the present period of readjustment now underway because of the war.

CITRIC ACID STRONG

According to reports, demand for citric acid has exceeded all expectations. While some uncertainty prevails concerning the future demand for civilian purposes, substantially heavy purchases by the Army and Navy have left the market bare of supplies.

SPECULATION IN GUMS

Considerable speculative activity developed in gums over the past month as reports from leading importers indicated that it might be some time before replacements from primary markets would be possible. Gum arabic was in good demand. Better grades of tragacanth were difficult to obtain, and the situation in benzoin displayed a decidedly stronger tone. Although details were not available it is understood that gum chicle is attracting considerable interest. The article it is stated, holds great possibilities as a substitute for other materials now being used in the war program.

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POWDERED SYNTHETIC

\$12.00 per lb

EIGHT TIMES CONCENTRATED over the natural product. . . . Half ounce to gallon makes standard tincture.

ENTIRELY SOLUBLE in all Essential Oils, Aromatic Chemicals and Alcohol.

SUPER FIXATIVE QUALITIES lasting longer than the natural product.

FOR USE IN . . . all products in which the natural Civet is employed.

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PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit, per lb.	\$4.25	Nom'l
S. P. A.	5.25	Nom'l
Sweet True	2.85@	3.00
Apricot Kernel	.50@	.55
Amber, rectified	1.90	Nom'l
Angelica Root	150.00	Nom'l
Anise, U. S. P.	3.70@	4.00
Imitation	2.00@	2.10
Aspic (spike), Span.	5.25@	5.90
Avocado	.95@	1.00
Bay	1.75@	2.00
Bergamot	35.00	Nom'l
Artificial	4.00@	9.25
Birch, sweet	2.40@	4.25
Birchar, crude	2.00	Nom'l
Birchar, rectified	2.75	Nom'l
Bois de Rose	7.15@	7.85
Cade, U. S. P.	1.60@	1.80
Cajeput	2.30@	3.00
Calamus	20.00	Nom'l
Camphor, "white," dom.	.30@	.35
Cananga, Java native	18.00@	20.00
Rectified	19.50@	21.00
Caraway	15.50@	18.00
Cardamon	36.00@	40.00
Cassia, rectified, U. S. P.	14.50@	16.00
Cedar leaf	1.45@	1.50
U. S. P.	1.65@	1.70
Cedar wood	1.10@	1.25
Celery	35.00@	40.00
Chamomile	150.00	Nom'l
Cinnamon	18.00@	36.00
Citronella, Ceylon	2.00@	2.50
Java	3.25	Nom'l
Cloves, Zanzibar	2.35@	2.50
Copaiba	.85@	.90
Coriander	33.00@	35.00
Imitation	8.00@	14.00
Croton	3.00@	3.75
Cubebs	6.45@	6.80
Cumin	8.50@	11.00
Dillseed	7.50	Nom'l
Erigeron	2.20@	2.75
Eucalyptus	1.18	Nom'l
Fennel, sweet	3.50@	4.00
Geranium, Rose, Algerian	20.00@	25.00
Bourbon	30.00@	35.00
Turkish	5.75@	6.00
Ginger	22.00@	25.00
Guaiac (Wood)	5.85@	7.00
Hemlock	1.75@	2.00
Substitute	.55@	.60
Juniper Berries	15.00	Nom'l
Juniper Wood, imitation	.75@	.80
Laurel	5.00	Nom'l
Lavandin	6.00	Nom'l
Lavender, French	11.00@	15.00
Lemon, Calif.	3.25@	4.00
Lemongrass	4.60@	4.85
Limes, distilled	13.50@	14.00
Expressed	17.50@	20.00
Linaloe	3.85@	4.00
Lovage	85.00	Nom'l
Marjoram	7.50@	12.00
Neroli, Bigarde, P.	340.00	Nom'l
Petale, extra	400.00	Nom'l
Olibanum	5.75@	6.00
Opopanax	20.00@	25.00
Orange, bitter	8.00@	8.50
Brazilian	2.55@	2.80
Calif. exp.	3.25@	
Orris Root, con. (oz.)	19.25	Nom'l
Artificial	42.00@	
Orris Root, abs. (oz.)	100.00	Nom'l
Pennyroyal, Amer.	3.00@	3.50
European	3.80@	4.00
Peppermint, natural	5.85@	6.00

Redistilled	6.35@	6.70
Petitgrain	2.40@	2.65
Pimento	4.00@	8.00
Pinus Sylvestris	5.00	Nom'l
Pumillonis	4.80	Nom'l
Rose, Bulgaria (oz.)	22.00	Nom'l
Synthetic	30.00@	42.00
Rosemary, Spanish	2.50@	3.00
Sage	7.50	Nom'l
Sage, Clary	45.00	Nom'l
Sandalwood, East India	7.00@	7.50
Sassafras, natural	2.75	Nom'l
Artificial	2.10@	2.35
Snake root	8.75@	10.00
Spearmint	3.20@	3.50
Thyme, red	4.00	Nom'l
White	3.50	Nom'l
Valerian	30.00	Nom'l
Vetivert, Java	52.00	Nom'l
Wintergreen	5.25@	8.50
Wormseed	3.30@	3.65
Ylang Ylang, Manila	38.00	Nom'l
Bourbon	30.00	Nom'l

TERPENELESS OILS

Bay	2.80@	3.00
Bergamot	49.00	Nom'l
Grapefruit	60.00@	65.00
Lavender	20.00	Nom'l
Lemon	25.00	Nom'l
Lime, ex.	140.00@	160.00
Distilled	87.00@	90.00
Orange, sweet	195.00@	200.00
Peppermint	12.00@	14.00
Petitgrain	3.80@	4.00
Spearmint	5.50@	6.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	3.85@	4.50
Acetophenone	1.90@	2.00
Alcohol C 8	16.00@	17.50
C 9	18.00@	30.00
C 10	18.50@	28.00
C 11	15.00@	20.00
C 12	8.50@	12.00
Aldehyde C 8	20.00@	28.00
C 9	25.75@	30.00
C 10	24.00@	25.50
C 11	23.00@	26.00
C 12	30.00@	35.00
C 14 (so called)	8.00@	10.00
C 16 (so called)	7.25@	8.50
Amyl Acetate	.75	Nom'l
Amyl Butyrate	1.10	Nom'l
Amyl Cinnamate	4.50@	5.80
Amyl Cinnamate Aldehyde	3.50	Nom'l
Amyl Formate	1.75	Nom'l
Amyl Phenyl Acetate	3.00	Nom'l
Amyl Salicylate	.85	Nom'l
Amyl Valerate	2.10	Nom'l
Anethol	2.75@	3.50
Anisic Aldehyde	3.85@	4.00
Benzophenone	1.30	Nom'l
Benzyl Acetate	1.50@	1.75
Benzyl Alcohol	1.85@	2.00
Benzyl Benzoate	1.25@	1.80
Benzyl Butyrate	3.25	Nom'l
Benzyl Cinnamate	6.50	Nom'l
Benzyl Formate	3.60@	4.00
Benzyl-Iso-eugenol	10.00@	11.25
Benzylidenacetone	2.25@	3.40
Borneol	2.00	Nom'l
Bornyl Acetate	2.00	Nom'l
Bromstyrol	4.00	Nom'l
Butyl Acetate	.11@	14 1/2
Cinnamic Acid	3.75@	4.50
Cinnamic Alcohol	12.00	Nom'l
Cinnamic Aldehyde	1.75	Nom'l

Cinnamyl Acetate	7.50@	9.25
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	10.00@	13.00
Citral, C. P.	7.50@	9.00
Citronellol	8.00@	10.00
Citronellyl Acetate	4.00@	5.10
Coumarin	2.75	Nom'l
Cuminic Aldehyde	11.25@	15.00
Diethylphthalate	.22 1/2@	.33
Dimethyl Anthranilate	5.00@	6.15
Ethyl Acetate	.50	Nom'l
Ethyl Anthranilate	5.75@	7.50
Ethyl Benzoate	1.00	Nom'l
Ethyl Butyrate	.90	Nom'l
Ethyl Cinnamate	3.80@	4.10
Ethyl Formate	1.00@	1.25
Ethyl Propionate	.95@	2.00
Ethyl Salicylate	1.00@	2.00
Ethyl Vanillin	5.25	Nom'l
Eucalyptol	3.00@	3.75
Eugenol	3.25@	3.75
Geraniol, dom.	3.50@	5.00
Geranyl Acetate	3.50@	4.00
Geranyl Butyrate	4.00@	5.75
Geranyl Formate	4.25@	6.25
Heliotropin, dom.	8.00@	10.00
Hydrotropic Aldehyde	15.00@	20.00
Hydroxycitronellal	11.50@	15.00
Indol, C. P.	31.00@	35.00
Iso-borneol	2.00	Nom'l
Iso-butyl Acetate	1.50@	2.25
Iso-butyl Benzoate	2.00@	2.75
Iso-butyl Salicylate	2.60@	5.00
Iso-eugenol	4.00@	4.80
Iso-safrol	2.65@	3.00
Linalool	9.25@	12.00
Linalyl Acetate 90%	10.00	Nom'l
Linalyl Anthranilate	15.00	
Linalyl Benzoate	10.50	
Linalyl Formate	9.00@	12.00
Menthol, Japan	14.50@	
Chinese	14.50@	
Synthetic	12.00	Nom'l
Methyl Acetophenone	2.00	Nom'l
Methyl Anthranilate	2.80@	3.25
Methyl Benzoate	1.10@	1.40
Methyl Cellulose, f.o.b. shipping point	.60	Nom'l
Methyl Cinnamate	3.00	Nom'l
Methyl Eugenol	3.50@	6.75
Methyl Heptenone	2.50	Nom'l
Methyl Heptene Carbonate	45.00	Nom'l
Methyl Iso-eugenol	6.25@	11.50
Methyl Octine Carbonate	24.00@	30.00
Methyl Paracresol	2.50	Nom'l
Methyl Phenylacetate	2.25	Nom'l
Methyl Salicylate	.35	Nom'l
Musk Ambrette	3.85	Nom'l
Ketone	4.00	Nom'l
Xylene	1.25	Nom'l
Neroline (ethyl ester)	1.80	Nom'l
Paracresol Acetate	2.50	Nom'l
Paracresol Methyl Ether	2.50@	3.50
Paracresol Phenyl-acetate	6.50@	8.50
Phenylacetaldehyde 50%	3.75	Nom'l
100%	4.50	Nom'l
Phenylacetic Acid	2.00	Nom'l
Phenylethyl Acetate	3.00@	5.00
Phenylethyl Alcohol	3.50@	4.25
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	6.50@	10.00
Phenylethyl Propionate	5.00@	6.50
Phenyl Formate	12.50@	18.00
Phenyl Valerianate	16.00@	17.50
Phenylpropyl Acet.	10.00	Nom'l
Santalyl Acetate	20.00@	22.50
Skatol, C. P. (oz.)	5.50@	8.00

(Continued on p. 79)

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WANTED: 2—Dry Powder Mixers; 2—Pony Mixers; 2—Tablet Machines; 1—Filter; 3—Kettles; 2—Filling Machines. No dealers. Write Box 2353, The American Perfumer and Essential Oil Review.

FOR SALE—14,000 1½-oz. bottles. Unusual design. Mold available. Marcia Marcus, 597 Farmington Ave., Hartford, Conn.

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Man, experienced, wants part time work making cosmetics in Chicago. Write box 2406, The American Perfumer and Essential Oil Review.

CHEMIST and ENGINEER—wide experience in laboratory and plant supervision on diversified packaged specialties. Have modernized formulae restyled packages, developed equipment for economical production, introduced scientific methods and built employee morale. Resourceful and quite cost conscious. Available soon. Complete record and references on request. Write Box 2407, The American Perfumer and Essential Oil Review.

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PERFUME CHEMIST wanted in Chicago at least ten years recent experience. Write Box 2405, The American Perfumer and Essential Oil Review.

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Aromatic Chemicals	Cholesterol
Synthetic Flower Oils	Emulsifiers
Synthetic Essential Oils	Synthetic Waxes
Perfume Specialties	Lipstick Solvents
Odor Fixatives	Escalol Sunscreens
Cosmetic Perfumes	Antioxidants
Soap Perfumes	Preservatives
Industrial Perfumes	Antiseptics
Absorption Base	Wetting Agents
Cetyl Alcohol	Permanent Wave Oils

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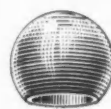
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- 66—Monel and Stainless Steel Kettles, cap. 25 and 45 gals.
- 2—World Rotary Automatic Labeling Machines.
- 1—Burt straight line duplex Automatic Labeler.
- 1—Pneumatic Scale automatic Packaging Unit.
- 2—Karl Kiefer Visco Filling Machines.
- 3—World 1-Ermold semi-automatic Labeling Machines.
- 1—Cherry-Burrell No. 500 Viscolizer.
- 10—300 gal. Copper closed tin lined Tanks.
- 4—300 gal. Pfaudler jacketed Kettles, side m.d., agitators.
- 5—Dry Powder Mixers from 50 to 2000 lbs.
- 25—Aluminum, Copper, Glass Lined, jacketed and agitated Kettles.

Only a partial listing. Send us your inquiries.

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Colors and Dyes for Cosmetics, such as

LIPSTICKS	PERFUMES
ROUGES	LOTIONS
FACE POWDERS	SHAMPOOS
MASCARA	CREAMS
SOAPS	Etc.

Your inquiries are invited

(Continued from p. 77)

Styralyl Acetate	3.50	Nom'l
Styralyl Alcohol	9.25@	12.00
Terpineol, C. P.	.40@	.45
Terpinyl Acetate	.90@	1.20
Thymene	.45@	
Thymol	3.00	Nom'l
Vanillin (clove oil)	2.60	Nom'l
(guaiacol)	2.35	Nom'l
Lignin	2.35	Nom'l
Vetivert Acetate	25.00	Nom'l
Violet Ketone Alpha	10.00	Nom'l
Beta	8.50	Nom'l
Methyl	6.50	Nom'l
Yara Yara (methyl ester)	2.00	Nom'l

BEANS

Angostura	3.00@	3.05
Tanka Beans, Surinam	1.00@	1.25
Vanilla Beans		
Mexican, whole	16.00@	17.00
Mexican, cut	15.00@	16.00
Bourbon, whole	12.75@	13.00
South American	14.00	Nom'l
Tahiti	6.75@	7.15

SUNDRIES AND DRUGS

Acetone	.08 1/2@	.15 1/4
Almond meal	.25@	.27
Ambergris, ounce	17.00@	20.00
Balsam, Copaiba	.53@	.55
Peru	1.50@	1.75
Beeswax, bleached, pure		
U. S. P.	.62@	.64
Yellow, refined	.59@	.60
Bismuth, sub-nitrate	1.20@	1.22
Borax, crystals, carlot ton	55.50@	58.00
Boric Acid, U. S. P., cwt.	6.95@	7.55
Calamine	.18@	.20
Calcium, phosphate	.08@	.08 3/4
Phosphate, tri-basic	.09@	.10

Camphor, natural	1.70	Nom'l
Domestic	.71@	.84
Castoreum	13.00@	26.00
Cetyl Alcohol	1.75	Nom'l
Pure	2.25	Nom'l
Chalk, precip.	.03 1/2@	.06 1/2
Cherry Laurel Water, carboy	5.75@	6.25
Citric Acid	.21	Nom'l
Civet, ounce	28.00@	49.00
Clay, Colloidal	.07@	.15
Cocoa Butter, lump	.25 1/2@	.27
Cyclohexanol (Hexalin)	.30@	.50
Fuller's Earth, ton	15.00@	33.00
Glycerine, C. P., drums	.18 1/4@	.18 3/4
Gum Arabic, white	.42@	.45
Amber	.22@	.25
Gum Benzoin, Siam	4.00@	4.25
Sumatra	.53@	.58
Gum Galbanum	1.80@	2.00
Gum Myrrh	.60@	.65
Henna, powd.	.35@	.37
Kaolin	.05@	.07
Labdnum	3.25@	5.00
Lanolin, hydrous	.35@	.36
Anhydrous	.36@	.37
Magnesium, carbonate	.09@	.10 3/4
Stearate	.24@	.27
Musk, ounce	38.50@	40.00
Olibanum, tears	.25@	.30
Siftings	.09@	.13
Orange Flower Water, carboy	9.00	Nom'l
Orris Root, powd.	2.75	Nom'l
Paraffin	.06 1/4@	.09
Peroxide	1.10@	1.75
Petrolatum, white	.06 1/4@	.08 1/2
Quince Seed	2.00@	2.25
Rice Starch	.09@	.10
Rose Leaves, red	5.45@	5.75
Rose Water, carboy	6.50@	8.00

Rosin, M. per cwt.	3.69@	
Salicylic Acid	.35@	.40
Saponin	3.00@	3.25
Silicate, 40°, drums, works,		
100 pounds	.80@	1.20
Soap, neutral, white	.20@	.25
Sodium Carb.		
58% light, 100 pounds	1.35@	2.35
Hydroxide, 76% solid, 100 pounds	2.60@	3.75
Spermaceti	.29@	.31
Stearate Zinc	.30@	.31
Styrax	2.25@	2.50
Tartaric Acid	.64	Nom'l
Tragacanth, No. 1	4.00@	4.75
Triethanolamine	.34 1/2	Nom'l
Violet Flowers	1.75@	2.00
Zinc Oxide, U. S. P. bbls.	.25	Nom'l

OILS AND FATS

Castor No. 1, tanks	.13@	
Cocoanut, Manila Grade, tanks	.12	Nom'l
Corn, crude, Midwest mill, tanks	.12 3/4	Nom'l
Corn Oil, distilled, bbls.	.15 1/2	Nom'l
Cotton, crude, Southeast, tanks	.12 3/4@	
Grease, white	.09 3/4@	
Lard	.12 1/2@	.15
Lard Oil, common, No. 1 bbls.	.14 3/4@	
Palm, Niger, drums	.09	Nom'l
Peanut, refined, barrels	.17	Nom'l
Red Oil, distilled, tanks	.12 3/4@	
Stearic Acid		
Triple pressed	.18 1/2@	.19 3/4
Double pressed	.15 3/4@	.16 3/4
Tallow, acidless, barrels	.14 1/4@	
Tallow, N. Y. C., extra	.09 3/4@	
Whale Oil, refined	.1070@	

Mint yield and profits studied by Purdue

Steady decline of Indiana as the nation's leading producer of mint oils has been the subject of a study by Mervin G. Smith and Lynn Robertson, of the Department of Farm Management, Purdue University. Records covering costs, returns and cultivation practices were obtained from 540 Indiana mint raisers.

From 1929 to 1939, average acreage of mint in Indiana was 54 per cent of the total acreage of the six mint growing states: California, Washington, Oregon, Michigan, Ohio and Indiana. Peak year of mint production for all these states was 1930 with 57,060 acres. That year, Indiana had 42,630 acres. But in 1940, Indiana's acreage had declined to 12,000 acres.

The study found that there has also been a decline in Indiana's yield per acre. During the 11-year period, 1929 to 1939, inclusive, average yield of peppermint and spearmint oils in Indiana was 18.6 pounds per acre. But California's yield averaged 45 pounds, Oregon's 36.9 pounds and Washington's 33.9 pounds per acre. Indiana made a come-back in yield per acre in 1940 with 31 pounds average. Even so, the West Coast continued to outdistance the midwest yield.

In possible explanation of Indiana's varying yield per acre, the Purdue

study suggests that, "many people believe that yields are higher in areas where mint has not been grown before this period." From 1929 to 1939, the study reveals that Indiana's yield per acre had an upward trend, which was also true in all other mint producing states. The report adds, however, that "perhaps many farmers who had low yields of mint oil quit producing it and so average yields of remaining growers were higher."

The study included tabulations of costs, receipts and profits in producing peppermint oil from 1936 to 1939. The profit was placed at \$6.79 an acre. But on a further breakdown, profit per pound of oil yielded was 34 cents. On old settings of mint, profit per acre was found to be \$10.06 with profit per pound of oil at 39 cents. Sufficient records on spearmint oil costs were not found to justify conclusions. In 1939, says the report, there was one acre of spearmint to seven of peppermint.

Shulton sponsors two contests for Father's Day promotion

Shulton's annual Father's Day promotion of Early American Old Spice men's toiletries will include, in addition to dealers' window display contest, a nationwide consumer jingle competition. A total of \$6,500 for both contests will be awarded in U. S. defense bonds and

savings stamps. In the jingle competition, which involves the supplying of a fourth line, the first prize will be a \$1,000 bond, and there will be a total of 157 awards. A dealer whose customer wins a prize will receive a participation award—half the consumer prize. The contest ends Father's Day.

In the window display contest, a total of \$2,050 in defense bonds will be awarded, equal prizes going to the two classifications, drug stores and department and special shops. The first prize is a \$400 bond. The theme will be "Fathers of Freedom" and the deadline for entries is midnight, July 1.

Shulton is backing its Father's Day contests with large insertions in national magazines as well as using advertisements in 200 newspapers.

Canada may curtail store demonstrators

Toilet goods demonstrators in Canadian department and chain drug stores may be reduced in number. Many of these have been paid by cosmetic manufacturers. There has been inquiry by the Toilet Goods Manufacturers Assn. whether reduction or discontinuance of such salaries would be a violation of the Maximum Prices Regulations and the Administrator does not seem to believe a violation would be involved.

INDEX TO ADVERTISERS

Allied Products, Inc.	6	Felton Chemical Co., Inc.	18	Owens-Illinois Glass Co., The	—
Aluminum Company of America	16	Fezandie & Sperrle, Inc.	78	Oxyn Company	10
Aluminum Seal Company	—	Firmenich & Co., Inc.	20		
Andresen, J. C.	68	Florasynth Laboratories, Inc.	50	Parento, Inc., Compagnie	11
Ansbacher-Siegle Corp.	74	Fritzsch Bros., Inc.	Insert Between 8-9	Parfumeries de Seillans	Insert Between 8-9
Atlantic Refining Co., The	14			Parsons, M. W.	62
		General Drug Co.	72	Pennsylvania Refining Co.	58
Baker & Bros., H. J.	14	Givaudan-Delawanna, Inc.	—	Polak & Schwarz, Inc.	7
Batzouff & Co.	—	Pages 2-3 of Insert Bet.	40-41	Powell & Co., Inc., John	60
Bayonne Co., The	52	Glass Industries, Inc.	71		
Bopt-Whitman Corporation	—	Goldschmidt Corp., The	—	Roure-Du Pont, Inc.	—
Bridgeport Metal Goods Mfg. Co., The	66			Sanderson & Sons, W.	12
Bush & Co., Inc., W. J.	1	Harkness & Cowing Co., The	14	Schimmel & Co., Inc.	48
		Horn, John	78	Seeley & Company	—
California Fruit Growers Exchange,	Back Cover			Sherwood Refining Company, Inc.	62
Camilli, Albert & Laloue	2	Innis, Speiden & Company	—	Sierra Tale Co.	14
Carr-Lowrey Glass Co.	3	Inter-tate Color Co.	76	Solo Laboratories, Inc.	—
Chiris Co., Inc., Antoine,	—			Sparhawk Co.	80
Page 4 of Insert, Between 40-41		Kimble Glass Co.	9	Standard Synthetics Co.	—
Classified Advertisements	78	Krause, Richard M.	76	Swindell Bros.	—
Colgate-Palmolive-Peet Co.	14			Page 1 of Insert Between 40-41	
Consolidated Fruit Jar Co.	78	Laco Products, Inc.	14	Synfleur Scientific Laboratories, Inc.	42
Consolidated Products Co., Inc.	78	Lautier Fils, Inc.	54		
Cortizas Co., M.	47	Leeben Chemical Co., Inc.	45	Thurston & Braidich	14
		Leonhard Wax Co., Inc., Theodor	80	Tombarel Frères	74
Danco, Inc., Gerard J.	72	Lueders & Co., George	2	Tombarel Products Corp.	74
De Laire, Fabriques	12			Turner White Metal Co., Inc.	68
Distributing and Trading Co., Inc.	74	Magnus, Mabce & Reynolds, Inc.	64		
Dodge & Olcott Co.	12	Maryland Glass Corp.	—	Ungerer & Co.	Inside Front Cover
Dow Chemical Company, The,	—	Merck & Co., Inc.	—	U. S. Industrial Chemicals, Inc.	—
Inside Back Cover		Mero, J. and Boyveau	12	Insert Between 56-57	
Dresden Cosmetic Co., Inc.	80				
Dreyer, Inc., P. R.	76	Naugatuck Aromatics	46	Van Ameringen-Haebler, Inc.	4-5
Drury & Co., A. C.	14	New England Collapsible Tube Co.	—	Van Dyk & Co., Inc.	78
Duval, Compagnie	60	Norda Essential Oil & Chemical Co., Inc.	44	Verley, Inc., Albert	Insert Between 16-17
		Northwestern Chemical Co., The	65	Will & Baumer Candle Co., Inc.	64
Evans Chemetics, Inc.	8			Wirz, Inc., A. H.	Front Cover
Evans Chemicals Limited	8				

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